TECHNOLOGY DEPARTMENT

PTEMBER 26, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio ...vision

TELECASTING

TECHNOLOGY DEPT
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DETROIT

WOR'S OWN RULES FOR RADIO FOOTBALL...

during the 1949 season

PASS INCOMPLETE

The boys at Ajax thought they could run that product on a 20% sales gain in greater New York without using WOR. PENALTY–A WOR personality like Martha Deane, Stan Lomax, or Barbara Welles.

PERSONAL FOUL

Charlie Bricker of Lamspon thought he'd out-think the client; skipped WOR in schedule set to boost candy sales. Forgot that WOR could do work of almost all media. PENALTY–he must read Peter Paul and Colonial WOR success stories.

OFF-SIDE

Bill Fowler of Brecker & Brinker knew that WOR's news programs could perform miracles for his client's shoe polish. Thought he'd run around them; lost a market by doing so. PENALTY–a low cost WOR news show that outstripped all media used.

CRAWLING BY BALL CARRIER

The v.p. in charge adv. for Cannonball Cleaner said *his* media list would run stuff to top position in jig time. Forgot to include WOR. PENALTY –a WOR news show that did the job in 8 weeks without other ad help.

INTERFERENCE WITH PLAYER

Bill Grum disagreed with Harley Transfer regarding Hannibal Nail Polish's use of a WOR woman's show. Wasted 4 weeks on media duds. PENALTY – WOR participation that boosted sales more than 30% in less than 10 weeks.

WOR

–that all-american seller at 1440 Broadway, in New York

OUR 25TH ANNIVERSARY YEAR

Dinnerbell an Important Part of My Day

▼▼▼ **"DINNERBELL TIME"** on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating "remote" from some rural gathering. Anything that affects the business of farming or farm living is "Dinnerbell" copy. That's why "Dinnerbell" is "must" listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

"To me, Dinnerbell is an important part of my day. I always feel I know you folks."

Mr. and Mrs. Marks live on an acreage five miles out of Anderson, Indiana, where Mr. Marks is service manager for Pierce Governor Company. Both were born and raised on Indiana farms, and are still intensely interested in the many WLS farm service features such as Dinnerbell, Bulletin Board, markets and weather. They are regular listeners to the WLS National Barn Dance, every day hear Dr. Holland's Morning Devotions broadcast. "Happy Hank" is a favorite with the niece and nephew who live with them: 9-year-old Ann and 8-year-old Jimmy Davis. One of the best remembered events of the Marks' lives is when they met Dr. Holland, WLS staff pastor, and the late Henry Burr, at a personal appearance in Anderson. They think so much of their friendly entertainers at WLS that they have every Family Album published—since 1929!

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That's why *WLS Gets Results.*

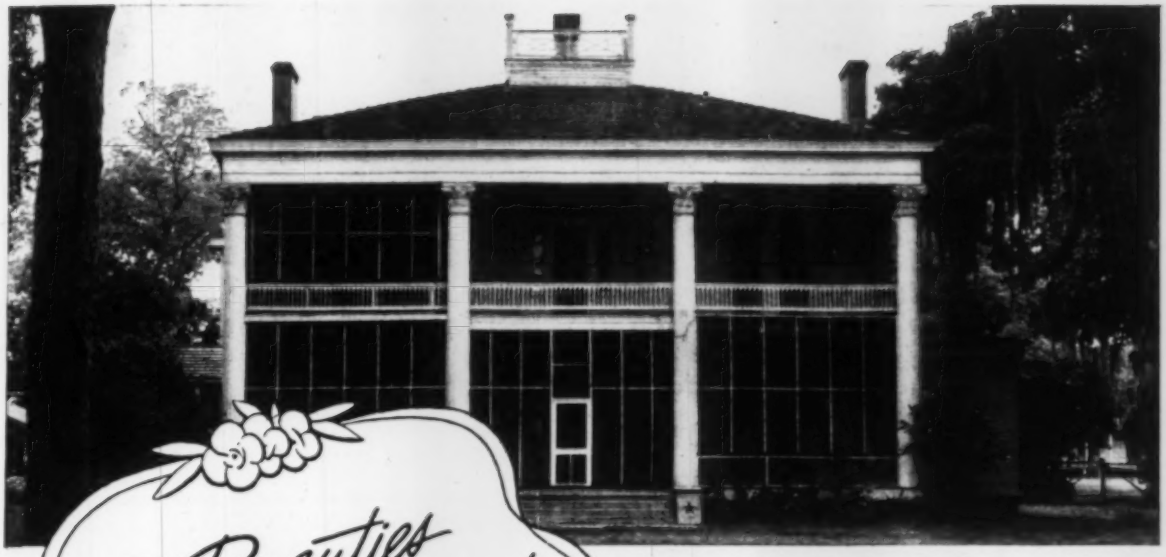
A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

XUM



3 Beauties of the Deep South

1. ST. JOHN PLANTATION, near St. Martinsville, Louisiana, was built in 1828 by Alexandre Etienne de Clouet. Since 1887, St. John has been owned by a prominent New Orleans family, who have faithfully preserved the grace and dignity of its ante-bellum architecture.

2. THE DAIRY INDUSTRY is developing fast in Louisiana. With year-round pasturage and growing markets, it's adding millions to the state's diversified farm income. Another reason why WWL - land exceeds the national average in increased income, increased buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

SENATE INTERSTATE & Foreign Commerce Committee, which has achieved status as sort of super FCC, may next move in on military service "squatting" on frequencies, particularly those which might be available for expansion of TV in VHF band [BROADCASTING, Sept. 19]. Committee is known to be working on preliminaries and may break out any day now with interrogatories asking whys and wherefores.

CORN PRODUCTS, New York, (Mazola) through C. L. Miller, New York, checking availabilities for spot schedule to start soon in number of markets.

FCC EXPECTED to decide soon on date for hearing on proposed transfer of G. A. Richards stations (KMPC Los Angeles, WGAR Cleveland, WJR Detroit) to three trustees. It'll probably be set to start in Los Angeles, where charges against Mr. Richards' news policies originated, and current signs point toward mid-November commencement. Stations now have till Oct. 19 to move for revision of hearing issues, which include question of news policies. WGAR's renewal application is in same proceeding; WJR's and KMPC's, which come up Nov. 1, may be added [BROADCASTING, Aug. 1].

MUTUAL contract with AFL for 15-minute across the board news program [CLOSED CIRCUIT, Sept. 19]. still unsigned pending selection of commentator and settling of other factors. Formal approval may await AFL convention Oct. 3.

TED GRANIK'S *American Forum of the Air* to move to NBC from MBS. Broadcast arrangements not yet complete but will be Sunday afternoon program simulcast (AM and TV) with first broadcast in early October. Mr. Granik understood negotiating for sponsorship with several organizations reportedly interested. Number of stations both AM and TV to carry program undecided pending sponsorship and other negotiations. Further details can be expected shortly.

GOODYEAR RUBBER Co., New York, expected to sponsor Paul Whiteman in new television show. Negotiations currently going on between company, its two agencies—Young & Rubicam and Kudner—and Mr. Whiteman.

BROADCAST Advertising Bureau understood to be notifying stations of protest by Federal Adv. Agency involving recording titled "Cheap Cigars." Understood two Federal clients, General Cigar and Cigar Institute of America, have objected to record, with stations asked not to perform it on air.

PFEIFFER BREWING Co., Detroit, for its beer, planning regional spot campaign and

(Continued on page 86)

Upcoming

Sept. 26: FCC TV UHF-VHF Allocations Hearing, Commerce Dept. Auditorium, Washington.
Sept. 26-27: NAB District 10, Savery, Des Moines.
Sept. 29-30: NAB District 12, Allis, Wichita, Kan.

(Other Upcomings on page 44)

Bulletins

FORD MOTOR Co. names Kenyon & Eckhardt, New York, for institutional advertising in addition to Lincoln-Mercury account and radio and television part of Ford Motor Co. Agency has *Ford Theatre* starting first week in October on CBS-TV sponsored by Ford Motor Co. Ford products and Ford dealer accounts will continue to be handled by J. Walter Thompson, J. R. Davis, Ford vice president, announced.

CBS Newscaster Lowell Thomas seriously injured Friday in Himalaya mountains. News service reported he was hurt in auto accident, but his New York office learned he was thrown from horse. Army Air Force asked to rescue him from mountain village of Gyantse, in Sikkim, border principality between Tibet and India. Son Lowell Jr. was with him. Commentator, sponsored by Procter & Gamble, has been on world tour since last July.

GENERAL FOODS, New York, (Jello) will sponsor television version of *The Aldrich Family* on NBC-TV as well as radio, starting Oct. 2, Sun. 7:30-8 p.m. Young & Rubicam, New York, is agency.

Y&R NAMES ELDON SMITH

ELDON SMITH, acting manager of advertising service, Young & Rubicam, Hollywood, named department manager by Sigurd S. Larmon, Y&R president. He fills vacancy created by recent death of Donald Barr.

Business Briefl

FATIMA'S PACKAGE ● Liggett-Myers New York (Fatima cigarettes), to sponsor package show *Dragnet* effective Oct. NBC, Thurs., 10:30-11 p.m. Company drop *Tales of Fatima* on CBS Oct. 1. Age Newell-Emmett Co., New York.

SOAP SERIES ● M. Werk Co., Cincin buys *Meet the Menjous*, new open-end dis ries produced by Frederic Ziv Co., to plac Cleveland, Columbus, Dayton, Louisville Cincinnati through Ralph H. Jones Co., cinnati. Ziv program, *Cisco Kid*, expande five Alabama and Mississippi markets by Sa Bakery Co., Gulfport, Ala., after test.

PENICK & FORD BUYS ● Penick & F (My-T Fine dessert) Oct. 3 starts wom participation spots in average of two stat in each of 44 markets. Account uses st casting in Chicago and Pittsburgh. Age BBDO, New York.

DFS NAMED TO HANDLE FRANCO-AMERICAN

CAMPBELL SOUP Co., Camden, names I cer-Fitzgerald-Sample to handle Franco-A ican Brands effective Oct. 31. Total billin products is said to be $1.5 million. Mov return by company to its pre-war policy o viding advertising responsibility for Camp and Franco-American brands.

Franco-American brands include spagh American macaroni and American beef gr DFS has been handling V-8 vegetable j V-8 tomato catsup and V-8 chili sauce acquisition of those brands by Campbell. W Wheelock Agency, Philadelphia, will cont to handle Campbell Soup's other prod Campbell sponsors *Club 15* and Ed Murrow CBS.

FCC Turns Down WHAS Sale to WL

SALE OF WHAS Louisville properties for $1,925,000-plus to Avco's Crosley Broadcasting Co. denied by FCC Friday in final decision substantially same as earlier initial decision to ban transfer because of overlap between WHAS and Crosley's WLW Cincinnati [BROADCASTING, June 27]. Both are Class I-A clear channel stations, separated by 89 miles.

Counsel for both groups said no decision yet as to appeal, which if taken would be before special statutory three-judge court in Cincinnati or Louisville.

Because of expansion of other interests and desire for "complete financial self-containment," Barry Bingham family which owns WHAS-AM-FM-TV through Louisville *Courier-Journal* and *Times*, believed willing to entertain other offers should deal with Crosley be dropped. Bob Hope, radio-film comedian, and Fort Industry Co., multiple-station operator headed by George B. Storer, one time were competitors with Crosley for WHAS facil but subsequently withdrew.

FCC concluded that in view of record and duopoly ban contained in Sec. 3.35 of its ru it could not conclude that "public interest, c venience and necessity would be served thro the multiple ownership proposed." Deci continued: "On the contrary, the control WLW and WHAS by Crosley is so compl the overlap areas and populations so vast, the competitive service to the nighttime o lap area so restricted that it affirmatively pears that the public interest would not served by the multiple ownership propo Indeed, to permit a single corporation to and control these two powerful stations would be to render Section 3.35 a nullity to abandon the Commission's long establis policy in favor of competition and against centration of control."

in Detroit

YOU OUTFOX 'EM ALL WITH WKMH

Compare Costs per thousand Families... BEFORE YOU BUY THE DETROIT MARKET★

STATION	1 TIME RATE	260 TIME RATE
WKMH	$1.26	$ .81
A	1.80	1.36
B	5.34	4.00
C	1.34	1.34
D	1.39	1.05
E	1.34	1.14
F	1.47	1.38

★ Based on share of audience—
May thru July Hooper Report.

"MONEY-WISE TIME BUYERS ANALYZE HOOPERS."

WKMH GIVES YOU MORE LISTENERS PER DOLLAR IN METROPOLITAN DETROIT THAN ANY OTHER STATION

Plus...

BONUS of Ann Arbor, Ypsilanti, Pontiac and Toledo!

1000 WATTS

WKMH

1310 KC

Fred A. Knorr
President and Gen. Mgr.

Weed and company
National Representatives

WBIG

"The Prestige Station of the Carolinas"

HOOPER STATION AUDIENCE INDEX

WINTER, 1949 CITY ZONE Greensboro, N. C.

	WBIG
Monday thru Friday 8:00 AM—12 N	46.0
Monday thru Friday 12:00 N—6:00 PM	41.2
Sunday thru Saturday 6:00 PM—10:00 PM	59.8

columbia affiliate

5000 w. day & nite

Greensboro, North Carolina

represented by hollingbery

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Elaine Cahn, B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalle Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

$UCCESS $TORIES

by people who *know* the Portland market!

"MILDRED BEDELL ON THE AIR"

This year for the first time, Portland's Bedell Store tried radio advertising. The program, featuring Mildred Bedell's fashion comments, proved so successful that it has now been increased to a 5-a-week, 15-minute schedule for the fall and winter season.

"BOB HAZEN SHOW"

An officer of Portland's Benjamin Franklin Building and Loan Association, Bob Hazen decided to tell his own sales story over KEX at 7:30 each morning. The program clicked from the start, with exceptional records for new accounts opened and for "dime-savers" requested.

WHY are Oregon advertisers buying more 15-minute units on KEX than on any other station? Because KEX's popular 50,000-watt voice means *more listeners per dollar* in the BIG Portland trading area! To match the success of the three promotions outlined here, get in touch with KEX or with any Free & Peters representative.

WASHBURN "BRADFORD'S NEWS"

Another radio advertiser is Bradford's, a leading men's store in Portland. With KEX newscaster Sherman Washburn on the air at 7 each morning, Bradford's has seen their sales jump . . in the face of a general downward trend!

KEX

PORTLAND Oregon's Only 50,000 Watt Station

ABC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc • KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales

When you find your records sounding fuzzy and worn after a few playings, in spite of the most modern equipment . . .

DON'T LOSE HOPE...

Switch to Presto Discs

Every disc bearing the Presto label has long-wearing qualities built into it. It will give you 100 playings or more on modern equipment.

World's Largest Manufacturer of Instantaneous Sound Recording Equipment and Discs

New Business

C. J. VAN HOUTEN & ZOON Inc., New York (instant cocoa and Gold Label cocoa), purchases Tuesday and Thursday participations on WOR New York *McCanns at Home*. This is company's first radio venture. Agency: Roy S. Durstine Inc., same city.

JOHN MORRELL & Co., (Red Heart dog food), Ottumwa, Iowa, names N. W. Aver & Son, Chicago, to handle its advertising. Effective date will be announced later. Firm will continue sponsorship of *The Lassie Show* on 166 NBC stations, and is contemplating use of television.

MIRACLE ADHESIVES Corp., New York, appoints Cayton Inc., New York, to handle its advertising. Television will be used.

IMPERIAL TOBACCO SALES Co., of Canada Ltd., Montreal (Ogden's Fine cut tobacco), starts transcribed quarter-hour program *Saddle Rockin' Rhythm* thrice weekly on 30 Canadian stations Oct. 3. Program was purchased from All-Canada Radio Facilities, Toronto, and placed through Cockfield, Brown & Co. Ltd., Montreal.

CHICAGO MOTOR CLUB signs for 10 midwest collegiate football games on WGN and WGNB (FM) Chicago.

ALBERT'S Products Co., Portland, Ore. (Portland Punch), starts three weekly spot campaign for 11 weeks on KECA-TV Hollywood. Firm also recently contracted for two TV spots before and after all USC and UCLA home games on same station. Firm now carries quarter-hour sponsorship of CBS *Meet the Missus* on 13 Columbia Pacific Network stations, spots and participations on 20 other Western stations and two Los Angeles TV stations. Agency: H. C. Morris & Co., Los Angeles.

Network Accounts • • •

CAMPANA SALES Co., Batavia, Ill., renewing *Solitaire Time* on NBC for 52 weeks effective Oct. 30, Sun. 11:45 a.m.-12 noon. Agency: Clements Co., Philadelphia.

SCHLITZ BEER, Milwaukee, said to be considering new CBS package *Halls of Ivy*, with Ronald Colman in situation comedy series, possibly 10:30-11 p.m., Wednesday. Agency: Young & Rubicam, Chicago.

FAULTLESS STARCH Co., Kansas City, Mo., signs for second year for *Faultless Starch Time* 10 to 10:15 a.m., CDT on 50-station NBC network through Bruce B. Brewer Agency, Kansas City. Show originates at WLW Cincinnati.

QUAKER OATS Co. Ltd., Peterborough, Ont. (Quaker products), Oct. 23 starts to April 16 *Roy Rogers* on 33 Dominion Network stations, Sun. 6-6:30 p.m. Agency: Spitzer & Mills, Toronto.

LEWIS & HOWE Inc., St Louis, renewing *Me & Janie* on NBC for 52 weeks effective Oct. 11. Program aired Tuesday, 8:30-9 p.m., placed through Dancer-Fitzgerald-Sample, New York.

HUDSON COAL Co., Scranton, Pa., through Clements Co., Philadelphia, renews *D & H Miners* on NBC for 52 weeks effective Oct. 9. Program aired Sunday 9:45-10 a.m.

INSTITUTE OF RELIGIOUS SCIENCE, Los Angeles, Oct. 2 starts weekly *This Thing Called Life* on 11 ABC Coast stations, Sunday 3:30-4:00 p.m. PST. Contract for 52 weeks. Agency: Raymond R. Morgan Co., Hollywood.

COLGATE-PALMOLIVE-PEET Co. of Canada, Toronto (toothpaste), Oct. 2 starts to June 25 *Our Miss Brooks* on 31 Dominion Network stations, Sun. 6:30-7 p.m. Agency: Spitzer & Mills, Toronto.

Adpeople • • •

GEORGE E. SIMONS, former advertising manager of General Electric, appointed national advertising manager of Crosley Div. of Avco Mfg. Corp., New York.

JACK MELVIN, publicity director of Hunt Foods, Los Angeles, is the father of a boy, Jack Edward.

WTND	WISL	WHTN	WBCK	WJMJ	WBUT	WWHG	CKMO	CKNW	CHAT	CKNX	CKTB
WACO	KLMS	WHFB	KOWH	WNAM	WHVR	WBCU	CJIB	CJCJ	CKPR	CHNO	CFRA
WKRG	KFXM	WJPG	KLER	WACB	WELI	WROK	CJAT	CKUA	CHEX	CFCH	CHOV
KWYO	WEEU	KVCV	KTXN	WLXW	KPRS	CKVI					CKOY
WKNA	WBMD										CBJ
WACE	WSAC										CJFX
WALT	WLVA										CKBW
WAPX	WLCR										XEZM
WLBR	WKTY										XEBS
WKMH	WSLS										PRI-2
WTAC	KSPR										PRI-8
WGL	KOVO										PRE-5
KGIL	WLAK										CMHD
KSBW	KVEC										CMBF
KSCO	WIMA										KMVI
KGCU	KX-RX										KIPA
WBOC	WVOT										TIFC
KVVC	WNOW										XEBP
WTHI	WMFD										XECQ
KVOA	WEOL										KHBC

RCA 1-kw AM transmitter, type BTA-1L

Everywhere you look... RCA 1-kw AM's

SO QUIET in operation you can make announcements right in the transmitter room itself*, type BTA-1L maintains its excellent reputation for economical and reliable service by continuing to prove it.

Ask any station man who runs one.

For complete data and suggested floor plans, see your RCA Broadcast Sales Engineer. Or write Dept. 19 ID, RCA Engineering Products, Camden, N. J.

**The BTA-1L uses no blowers or a-c contactors.*

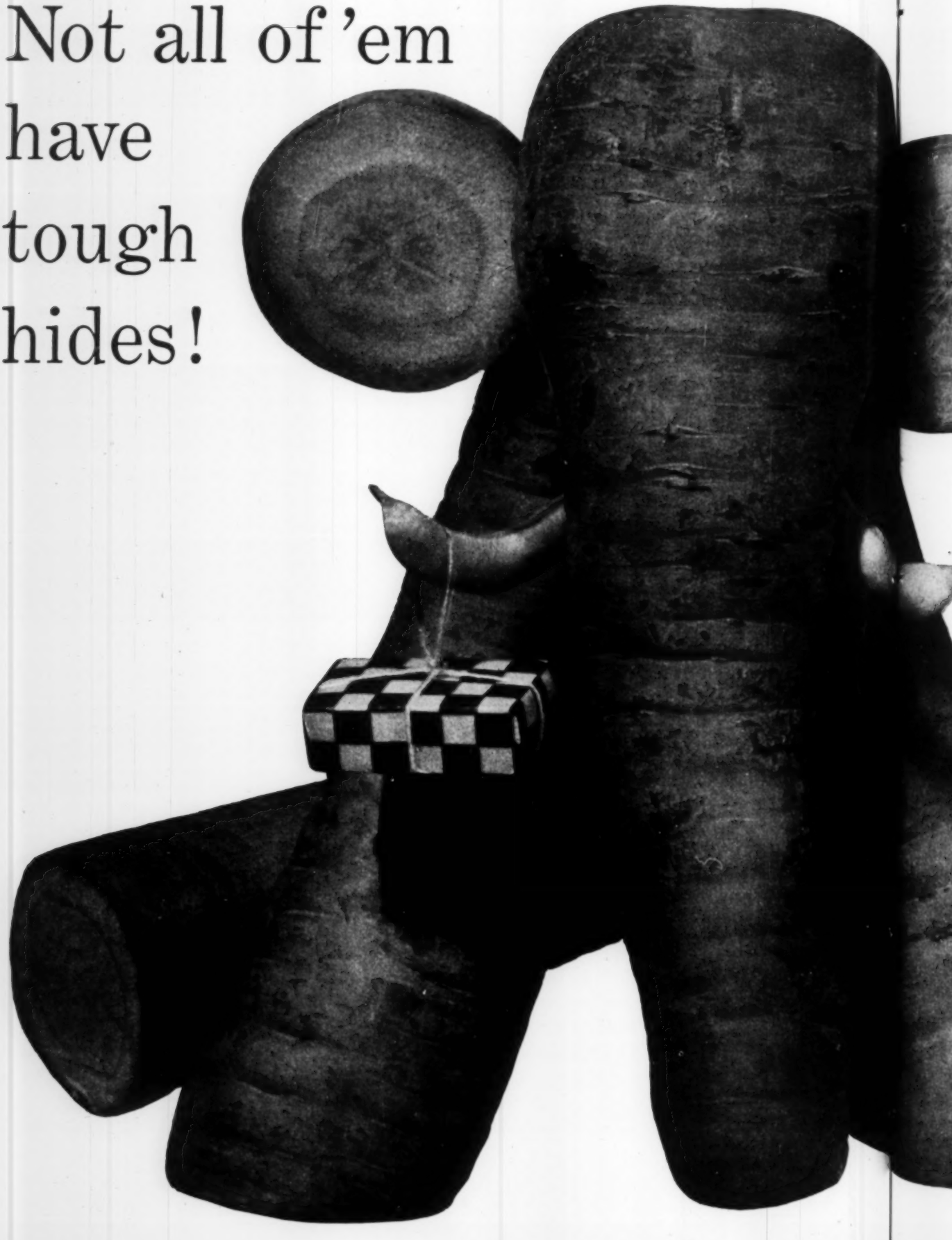
BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Not all of 'em have tough hides!



XUM

Not if you use the right materials.

And the same holds true for markets.

Take the case of Phillips Petroleum Company. They *thought* the Northwest market was tough to penetrate.

... Until a Radio Sales Account Executive came to the rescue—with *first-hand* material (gathered during his *regular* visits to the Northwest territory) about Twin City stations and their audiences.

That was 18 months ago. Now—to quote the client—"*Business is booming. Now it's better than ever.* What's more, our program on 50,000-watt WCCO has attracted many, many new dealers." All because "Phillips' 66 Talent Parade"—a WCCO local live talent half-hour that discovers and rewards talented youngsters—reaches *and sells* more than half the available audience throughout the Northwest.

If your advertising isn't made of the stuff that penetrates—and sells—13 of your best markets, call your Radio Sales Account Executive. His on-the-spot knowledge of the markets served by the stations he represents can help you get jumbo profits.

RADIO SALES

Radio and Television Stations Representative...CBS

Radio Sales represents the best radio station—the CBS one of course—in Boston, New York*, Washington, D. C., Philadelphia*, Richmond, the Carolinas*, Alabama*, St. Louis, Chicago, Minneapolis-St. Paul, Salt Lake City*, Los Angeles*, San Francisco, and the West Coast's leading regional network. (*And the best TV station in these markets.)

BERT PEARL
Ace MC and mainspring of the happy gang • sings, plays piano, directs

EDDIE ALLEN
THE "SWOON GOON" OF GANG

CLIFF McKAY
CLARINET-SAX AND VOCALIST

JIMMIE NAMARO
XYLOPHONIST PIANIST

HUGH BARTLETT
ANNOUNCER COMEDIAN

KATHLEEN STOKES
INTERNATIONALLY KNOWN ORGANIST

JOE NIOSI
BASS VIOLINIST OF TOP NET SHOWS

BOB GIMBY
TRUMPET AND VICTOR RECORDING ARTIST

BLAIN MATHE
CONCERT VIOLINIST PLUS BOOGIE WOOGIE

GEORGE TEMPLE
ACTOR AND PRODUCER

Tops!

14-9 Rating

NOW TRANSCRIBED AND AVAILABLE
FOR LOCAL AND REGIONAL
SPONSORSHIP IN THE U.S.A.

the Happy Gang

the most fun-sational show in radio history
—the show that holds the four topmost honors over the Trans-Canadian network of the C.B.C.

- LARGEST RADIO AUDIENCE
- TOP NETWORK DAYTIME PROGRAM
- TOP SPONSOR IDENTIFICATION
- BEAVER AWARD (RADIO'S OSCAR)

And Here's the Proof . . .

. . . *FROM A LISTENER:*
"May God bless each member of your cast in your efforts to cheer us and make our lives a little brighter."
N.M.L., Norwood, N. Y.

. . . *FROM AN AGENCY:*
"I was not surprised when surveys taken in six cities gave the Happy Gang show a *first* in five out of six markets."
Mary R. Miller,
Radio Director,
Newman, Lynde & Associates Inc.

. . . *FROM A SPONSOR:*
"Happy Gang sponsors will find themselves featuring a show that's sure to bring favourable comment, friends, contacts and best of all—increased sales."
Foremost Dairies

For exclusive rights in your locality, order your audition samples NOW. All offers subject to prior sale.

GARRY J. CARTER INC.
Radio Productions
NEW YORK 366 Madison Avenue — Vanderbilt 6-3417
BUFFALO 1373 Fillmore Avenue — Bailey 0520

Agencies

JOHN PARISH, formerly president of Chester Parish Assoc., New York, elected a vice president of Deutsch & Shea Inc., also New York, following merger of two firms. Mr. Parish, whose staff has been absorbed by Deutsch & Shea, will head newly created public relations department, in addition to becoming member of plans board.

EDWARD H. BLOHM, formerly with Ehrlich & Neuwirth Inc., Noma Electric Corp. and Picard Advertising Agency, all New York, named production manager of Morey, Humm & Johnstone Inc., same city.

EDWARD FRANCK named radio director and business manager of *We, The People*, succeeding **NORMAN FRANK**, who has been moved up to radio-TV department as expediter for **RODNEY ERICKSON**, supervisor of operations for radio and television at Young & Rubicam, New York. Mr. Franck will report to **JAMES SHELDON**, radio and TV producer of show and **LINDSAY MacHARRIE**, a radio supervisor at agency.

DAVID ARNDT resigns from John Falkner Arndt & Co., Philadelphia.

GEORGE B. RICHARDSON named vice president in charge of San Francisco office of Foote, Cone & Belding.

BLOUNT SLADE, vice president of Brooke, Smith, French & Dorrance, Detroit, appointed director of creative services for agency. He is member of National Committee on Research of AAAA. **JOHN S. PINGEL** appointed to merchandising staff of agency.

LARRY KRAFT, formerly copy chief and account executive, Dan B. Miner Co., Los Angeles, joins Elwood J. Robinson Adv., same city, as creative chief. Prior to joining Miner agency, he was copy chief for Honig-Cooper and Biow Co. in San Francisco.

WILLIAM SMITH, with Campbell-Sanford Adv., Chicago, for past five years, named general manager of office.

EDWARD E. LOVETON, formerly account executive with John Freiburg & Co., Los Angeles, joins sales staff of Keenan & Eickelberg, same city.

KENNETH G. MANUEL, news commentator with WWJ Detroit for seven years and with WWJ-TV for past two years, joins D. P. Brother & Co., same city. He will serve on Oldsmobile creative staff on publication, radio and TV advertising.

DICK NEARY, formerly head of customer relations for Butler Bros., San Francisco wholesaler, joins Garfield & Guild, San Francisco, as copywriter.

WALTER F. MEADS, formerly with Norman Malone & Assoc., Akron, Ohio, joins creative staff of Griswold-Eshleman Co., Cleveland.

D'ARCY ADV. opens Hollywood office at 6532 Sunset Blvd. to handle CBS *Edgar Bergen Show* for Coca-Cola. **DARIO SORIA** heads office. Phone number is Hudson 2-7787.

FRANKLIN S. ROBERTS becomes radio and TV director of Harry Feigenbaum Adv., Philadelphia.

WPWA Chester, Pa., appoints **W. H. WATT ADV.**, Upper Darby, Pa. to handle its advertising.

FORD SIBLEY of Foote, Cone & Belding, San Francisco, appointed head of advertising agency committee for Northern California Community Chest appeal.

C. J. SCHUEPBACH named vice president of Jim Baker Assoc. Inc., Milwaukee. He has been with agency for more than two years.

IN Hollywood for fortnight are: **THOMAS LUCKENBILL**, vice president and radio director, William Esty Co., New York, in connection with start of NBC *Jimmy Durante Show* and *Screen Guild;* **JACK SIMPSON**, radio director Russel M. Seeds Co., Chicago, in connection with start of NBC *People Are Funny* show, and **LARRY ROEMER**, television film and special effects director on CBS *We the People* for Young & Rubicam, New York.

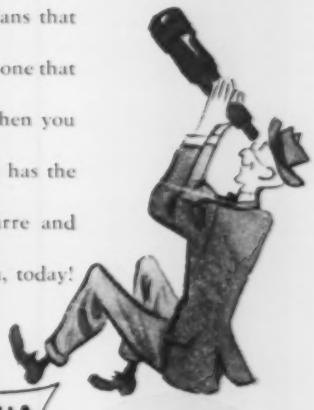
KEN R. DYKE, vice president, Young & Rubicam, New York, and former administrative vice president in charge of programming at NBC, is the father of a boy, David Kimball, born in Lying-in Hospital, New York.

DONALD S. HARRIS, former account executive at Ruthrauff & Ryan, Chicago, joins Leo Burnett agency, same city, to work on part of Pillsbury account. At R & R seven years, he worked previously with Pillsbury on staff of McCann-Erickson in Minneapolis.

the stars shine brighter in Scranton, Pa. on WGBI

Take two looks at these ratings. They're high enough to be Station Audience Indexes. Actually, they are genuine Program Hooperatings, and you won't find many like them anywhere! WGBI scores astonishing returns like these all day long—morning, afternoon, evening. In fact, in the heavy listening evenings, WGBI sets the record for *all* CBS stations studied...a valuable fact for advertisers to remember!

It's a big market of 674,000 Pennsylvanians that stays tuned to WGBI. It's a rich market, too: one that will give you profitable sales results fast when you reach it with WGBI. Your John Blair man has the facts and figures on Scranton — Wilkes-Barre and WGBI. Ask him for the full story on both, today!



SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

MRS. M. E. MEGARGEE
President

GEORGE D. COLEMAN
General Manager

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

(Figures from Hooper "City Hooperatings"—Oct. 1948 thru Feb. 1949)

For Profitable Selling
INVESTIGATE
WDEL
Wilmington, Del.
WGAL
Lancaster, Penna.
WKBO
Harrisburg, Penna.
WORK
York, Penna.
WRAW
Reading, Penna.
WEST
Easton, Penna.
NBC AFFILIATES
Represented by
ROBERT MEEKER ASSOCIATES
Los Angeles New York
San Francisco Chicago
STEINMAN STATIONS

Feature of the Week

WSAI Cincinnati, interested to know who is baseball's greatest talker, decided to let the public choose him.

Subsequently, the lung power of two of baseball's best, Pat Monahan, Chicago Cubs scout, and Lee Allen, WSAI sportscaster, was put to the test.

The *Baseball Talkathon* sizzled for seven hours cancelling all WSAI regular sheduled programs 8 p.m. to sign-off time at 3:04 a.m.

Esquire Columnist Jimmy Cannon stated in his September column that Mr. Monahan was "the champion talker in baseball," quoting Eddie Brannick, traveling secretary of the New York Giants, as saying: "A lot of guys have tried to steal Monahan's title. They're all bushers compared to him . . ."

Taking exception to the "busher" reference, Mr. Allen challenged Mr. Monahan by long distance telephone to defend his title of "Baseball's Barber" in a radio duel. The Cubs scout quickly accepted.

Asked to phone in topics for discussion, listeners kept the red light blinking on WSAI's switchboard with an estimated 350 calls and followed up these with 75 more for reports of who was voted "Champ." Mr. Allen was the final winner.

FRESH at the start of WSAI's Baseball Talkathon *are Mr. Monahan (l) and Mr. Allen (r). Jean Shepherd is the "umpire."*

WILTED contestants at the close of the seven-hour program. Both Mr. Monahan and Mr. Allen look weary. "Umpire" Shepherd looks resigned.

* * *

On All Accounts

WHITNEY HARTSHORNE might be spreading good diplomatic relations at some foreign outpost at this very minute if he had never gone to Naples.

Following his decision to go into the foreign diplomatic field, Whitney sailed for Naples to visit an uncle in the service. Brief observation of the life of a diplomat served to discourage him, but it ultimately served to give Erwin, Wasey & Co., Los Angeles, its present radio and television timebuyer.

Sitting in his quiet office on the fifth floor of the new multi-million dollar, nine-story Carnation building, Whitney Hartshorne has no regrets. "Why, next to advertising," he says, "everything looks dull!"

Under his sway comes timebuying for the active Carnation Co. account (evaporated milk, ice cream, Albers Milling Co. and other products), and the E. F. Hutton & Co. (investment banking) account. Carnation has on the air its 18-year-old *Carnation Contented Hour*, now on NBC and going to CBS Oct. 2; *Elmo Peterson* (for Friskies) on 12 NBC Pacific Coast stations; *Aunt Mary* (for Albers cereals) on 26 NBC western stations; and new *Carnation Family Party*, now on 14 Columbia Pacific Network stations, with possibility of later going full network. In addition it has one-weekly *It's Fun To Be Young* on KNX Los Angeles as well as local television and radio spots.

Hutton now sponsors six-weekly *Business News* on two Pacific Coast stations—KSFO San Francisco, and KMPC Los Angeles.

Another easterner gone western, Whitney was born in New York City in 1914 and brought up in Rye, N. Y. He attended St. Paul's (preparatory school), Concord, N. H. for four years, graduating in 1932. Before settling down to a more serious formal education at Yale that fall, he decided to add to his practical education and visited Europe. There he concentrated mainly on France and Italy. Upon receiving his diploma from Yale in 1936 he made the trip again, this time spending it, with serious intent, in Naples.

WHITNEY

His first job, upon returning from abroad, was to prepare him for advertising. It was in the complaint department of W. & J. Sloane, New York. After six months, however, people's complaints became too much to take, and he left to try his hand in Wall

(Continued on page 18)

97,410
RADIO HOMES

KMLB
MONROE, LOUISIANA
The station with more listeners in Northeastern Louisiana than all other stations combined!
5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

THIS IS THE LINE TO INCREASED SALES IN SALT LAKE CITY
KDYL
UTAH'S NBC STATION
AM-FM-TELEVISION
Salt Lake City, Utah
National Representative John Blair & Co.

"It's the NEW WDGY with 50,000 WATTS"

The NEW WDGY is now in operation

NEW TRANSMITTER . . . nine towers—only installation of its kind anywhere.

NEW POWER . . . 50,000 watts by day—25,000 after sundown. Choice spot on the dial—1130 K.C.

NEW HOURS OF SERVICE . . . evening as well as daytime broadcasting.

NEW PROGRAMS . . . some already on the air—many more coming soon.

NEW OPPORTUNITY for **SHREWD TIME BUYERS** . . .
to get choice time at favorable rates—on a long-established station that has just entered a new era of expansion and progress.

KEEP YOUR EYE ON . . . . . THE NEW WDGY

MINNEAPOLIS • ST. PAUL

NOW...

50,000 WATTS

Represented Nationally by AVERY-KNODEL, INC.

Study Helpful

EDITOR, BROADCASTING:

. . . I have recently used the section on the Philadelphia market study and found it extremely helpful in buying radio time in that area. . . .

Herbert S. Stern
Radio Director
Hirshon-Garfield Inc.
Boston

[EDITOR'S NOTE: Reprints of the Philadelphia Market story as well as the other 14 surveys are available at 15¢ each].

* * *

Cites LaRosa Story

EDITOR, BROADCASTING:

It was with great pleasure that I read in the Sept. 12 issue of BROADCASTING about the success story of V. LaRosa & Sons, who used our network caliber show . . . *Hollywood Theatre of Stars*. . . . A very good job of reporting. . . .

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

. . . I would like to pay my respects to BROADCASTING, for the MARKETBOOK with all the valuable data which has always helped me in the transcription business, with information that covers every phase of the radio field.

Nat V. Donato, Sales Mgr.
C. P. MacGregor
Hollywood

* * *

Lauds Buyers' Series

EDITOR, BROADCASTING:

Congratulations on the series, "How the Buyers' Market Can Mean Business for Broadcasting." I was delighted to learn that you are reprinting the seven articles in booklet form and will send a free copy to subscribers.

Please be sure to send me a copy of the booklet as soon as it comes off the press. Not only do I want to re-read the series, but I want to study the valuable information carefully and make notes of the many strong points for radio to use in my daily sales work.

The series should be required study for every radio account man in these days of aggressive selling, with emphasis laid on selling IDEAS—presenting the idea, repeating the idea, and emphasizing the use to which it may be put to sell for the advertiser.

Count me as one of BROADCASTING'S avid readers each week.

M. C. (Jim) Gregory
Account Executive
Frederic W. Ziv Co.
Houston, Tex.

* * *

Draws Australian Query

EDITOR, BROADCASTING:

BROADCASTING surprised me this date with its vast coverage—and I've been a continuous reader since 1932.

A story re our school in OPEN MIKE drew an inquiry from Australia for course details. Now some of our students are asking about job opportunities "down under."

Elbert J. Haling,
Instructor
Institute of Radio Broadcasting
Dallas, Tex.

* * *

Says Ad 'Out of Place'

EDITOR, BROADCASTING:

We have found each week that BROADCASTING magazine has always contained a wealth of most interesting and useful information. Further, you have always been most cooperative with us in giving good space to our publicity releases. Everywhere in the industry, BROADCASTING is most highly regarded. Your editorial stand on the need for fine quality and high standards in broadcasting has also been noted and admired.

You can, therefore, well imagine that discovery of the Pacific Northwest Broadcasters' ad in your issue of Sept. 12 certainly caused a distinct shock. That type of ad seems so completely out of place in your type of trade publication. Even more important is the fact that it is out of place in any kind of publication.

It is to be hoped that the commercial department of BROADCASTING will, in the future, be as careful in its acceptance of advertising copy as the editorial staff of BROADCASTING is in its insistence on good radio.

William H. Shriver Jr.
Radio Dept.
National Council of Catholic Men
Washington

* * *

Liked 'VHF Video'

EDITOR, BROADCASTING:

We read with enthusiasm the article "VHF Video" on page 47 of the Sept. 19 issue of BROADCASTING.

We have long advocated that an effort should be made to acquire from IRAC additional VHF television channels, because we feel

(Continued on page 18)

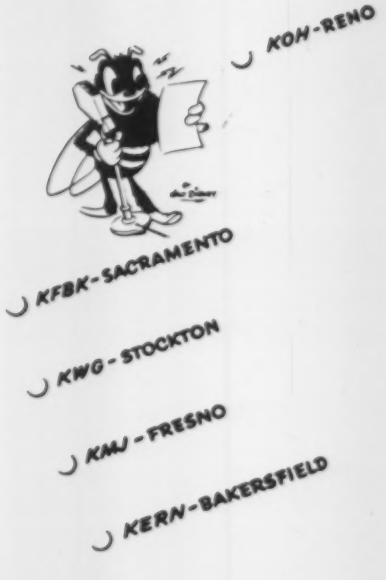
Western Tunes . . .

with a Mid-South flavor!

"The TOM REARDON Show"
10 a.m. to 11 a.m.
RANCH RHYTHMS
Now Available the 10:45 a.m. to 11 a.m. segment
6.7 Hooper
(Latest Memphis Continuing Measurement)

Patt McDonald, manager
WHHM
Independent—but not Aloof
MEMPHIS, TENNESSEE

INDEPENDENT METROPOLITAN SALES, representatives

You can't cover California's Bonanza Beeline without on-the-spot radio

Are you sure *you're* on the right track? You are if you're headed for the Bonanza Beeline. That's a 3 Billion Dollar market — California's rich central valleys plus nearby Reno. Its total retail sales exceed those in any one of 36 States. And no U.S. city except the three largest can top its food sales.†

But you're on the *wrong* track if you count on reaching the Beeline with outside radio. Beeliners live well inland from the Coast. They naturally prefer their own *local* stations . . . the five BEELINE stations.

Use all five to cover the whole market. Because those stations are on-the-spot favorites . . . located right *in* the Beeline's five major shopping centers. In the rich Stockton area, for instance, KWG is a top local favorite . . . and has been for nearly thirty years.

†Sales Management's 1949 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

Open Mike

(Continued from page 16)

that if television is to expand in the reasonably near future, it must be on VHF.

We believe that our "planners" are thoroughly unrealistic as to the number of additional television channels required for adequate national service. It is our opinion that six additional VHF channels can be made to accommodate all reasonable demands for television broadcasting.

Frank G. Kear
Robert E. L. Kennedy
Kear and Kennedy
Consulting Engineers
Washington

* * *

Highly Hypothecated

EDITOR, BROADCASTING:

I have never been impressed so much, as of late, of the stupidity and cupidity of advertising agencies.

. . . I have had on my desk in the past three weeks no less than nine requests from recognized, first-rate AAAA agencies for PI time. Now if we are going to get down in the gutter let's go.

I don't want to get there, but when top flight AAAA agencies query me about PI deals I am getting highly "hypothecated." I have not taken any of them but when these three and four million dollar a year businesses side in with the 5 & 10 guys, what can you expect?

And, I ain't going to side in with them.

Lawson Taylor
Manager
KFMJ Tulsa, Okla.

* * *

Cites Grid Giveaway

EDITOR, BROADCASTING:

We have reached the end on "giveaways." One of our local sponsors called today and offered to give away a new hat to each man who makes a touchdown during the U. of Arizona football season.

The only string attached was this:

We were to announce (while the man was on his way to a touchdown) that a new hat was going to be given away by (name of firm) to the (name of player) if he made it.

I can imagine our audience just waiting for this one. Believe me he was serious.

I was furious.

Wayne Sanders
Manager
KCNA Tucson

Corrects Affiliation

EDITOR, BROADCASTING:

. . . You . . . have not corrected the misstatement that KOB is the Mutual affiliate in Albuquerque.

We shared the affiliation until Mr. Kobak left Mutual in May. Since that time . . . the last of the old commercial orders from Mutual . . . were switched to KVER.

William T. Kemp
President & Gen. Mgr.
KVER Albuquerque, N. M.

[EDITOR'S NOTE: Mr. Kemp refers to the network affiliations shown for Albuquerque in the Aug. 15 MARKET BOOK.]

* * *

Another Minister DJ

EDITOR, BROADCASTING:

Mark up another disc jockey minister on your record books.

WDIA, which has been programming to a large Southern Negro audience for almost a year, has its Rev. Dwight (Gatemouth) Moore, a Negro minister.

The Rev. Moore, known nationally as a blues singer, converted to the ministry last January. He has been with WDIA since Aug. 8 and has an hour-long program each afternoon during which he delivers sermons and plays recorded spirituals.

Jam Craigen
Dir. of News and Publicity
WDIA Memphis

On All Accounts

(Continued from page 14)

Street. Most of his career there was spent with Lionel Edie, investment counsel, where he spent the next three years working his way from office boy to junior statistician. As an office boy, he remembers distinguishing himself by breaking thermos bottles.

In 1941 Whitney answered the call and joined the Field Artillery, as first lieutenant and was promptly shipped to Panama where he stayed for the next four years. Shortly after joining he was shifted to Adjutant General Dept. In 1945 he was separated as a lieutenant colonel.

Upon shedding his uniform he joined Erwin, Wasey & Co., New York, in their Service Detail Dept. later becoming head of that section. He had opportunity to gather a great deal of knowledge when he later became junior account executive on such accounts as Lydia Pinkham, Pertussin Cough Medicine and Zonite.

In 1948 when the agency was about to open its West Coast branch in Los Angeles, Whitney was sent out to service detail and traffic. In April, one month after the office opening, he was shifted to the radio department, and a short while later was put in charge of all radio and television time-buying for the West Coast.

In spare moments Whitney tries to get as much sun as he can, swimming, playing tennis, and tending the garden around his garage apartment in Beverly Hills.

Taking his work so seriously has had one major effect on Whitney, besides maintaining his cheerfulness. He's still in the bachelor class—so far.

"SIR THOMAS BEECHAM TURNS THE TABLES!"

Music's Number One Personality

Hosts Radio's Number One Transcription Package!

Playing Time: 55 minutes with standard allowance for commercials

*AVAILABLE NOW!**

TOWERS OF LONDON, LTD.

OLIVER W. NICOLL

Vice President and National Director for the U. S.

37 West 46 Street New York City 19

LUxemburg 2-5130

** In the New York City area program will be sponsored exclusively on WQXR and WQXR-FM beginning this fall*

A New Kind of Radio Program Listing

Gives the SPONSOR a Break . . .

A Listing He Controls and That He Pays For

Now sponsors of radio and television shows can feature their product and company name right in the program listings of the Herald-American, Chicago's leading amusement guide. This is the sponsor's chance to sell his product and his program at the time and place the listener is selecting his program listening choice. These program listings are one of the best-read features in the newspaper and in the Herald-American, they reach over 500,000 families each evening and more than a million on Sunday. Notice how the starred program listings stand out in the sample above and how inexpensively this high spot advertising can be purchased. For more listeners—listeners who will remember your product—spotlight your program in the

RATES and REQUIREMENTS

- $1.25 per count line Daily or Sunday.
- Minimum for advertisements 3 count lines. Maximum, 14 count lines.
- All ads are straight reader type. No illustrations or reverses permitted.
- The advertisements will appear in caps and bold face in the same style type as used for regular listings. However, advertisers so desiring may use caps for their entire advertisement or to emphasize points.

Chicago **HERALD-AMERICAN**

CHICAGO'S LEADING AMUSEMENT GUIDE

NATIONALLY REPRESENTED *by* HEARST ADVERTISING SERVICE

. . . In the Public Interest

Appeals for Fire Victims

WCSS Amsterdam, N. Y., broadcast an appeal for aid to a local family of nine which had been burned out of their home. Within three hours over 2,000 items of clothing, gifts and pledges of money were received. Family was given a ten-room house and almost enough furniture to outfit it. The Women's Club of Palmyra, Pa., asked WLBR Lebanon to mention over a newscast that they were collecting clothing for a family in that area that had lost its home in a fire. So much clothing was received that the club stopped further announcements and was forced to return some of the items. WLBR was the only medium used to cover the message.

* * *

Help Petition

SEATTLE City Council refused to grant operation rights to self-service gasoline stations, and petitions for a citywide referendum were introduced to bring the issue before the voters. Three days before deadline, only 4,700 signatures had been secured out of the 10,636 necessary. KIRO Seattle organized and aired a debate, with key figures in the issue participating, in order to call voters attention to the facts. The only editorial comment indulged in by the station was a brief sign-off announcement, telling listeners where petitions could be obtained. No other publicity was given to the drive, but three days later more than 14,000 additional signatures had been obtained—some 8,000 more than were required to authorize the referendum which would settle the problem.

Traffic Safety Campaigns

GRIM but effective campaign for reducing traffic accidents has been initiated by WATO Oak Ridge, Tenn. By special arrangement with city police, every traffic accident is reported to the WATO news room at the moment police radio cars are dispatched to the scene. Using a crash sound effect and prowl car siren, the station makes the following announcement: "Another accident . . . another person injured in Oak Ridge . . . this time at ——— and ——— St. Drive Carefully! For further details listen to the ——— newscast." Local sponsors permit interruption of their programs for these announcements, which most often come to listeners before prowl cars have reached the scene. Also on the safety side—AM, FM & TV WFIL Philadelphia is taking part in the $100,000 campaign for traffic safety conducted through virtually every type of advertising medium. Focal point of campaign is "Silly Willie" who is shown paying for his traffic violations. "Silly Willie" personifies careless pedestrians and motorists in the two month campaign.

FIFTH anniversary of *Theatre Guild on the Air* is celebrated with a cocktail party. That's NBC's Norman Brokenshire (l), announcer on the U. S. Steel program, chatting informally with Irving Olds, chairman of the board of U. S. Steel.

* * *

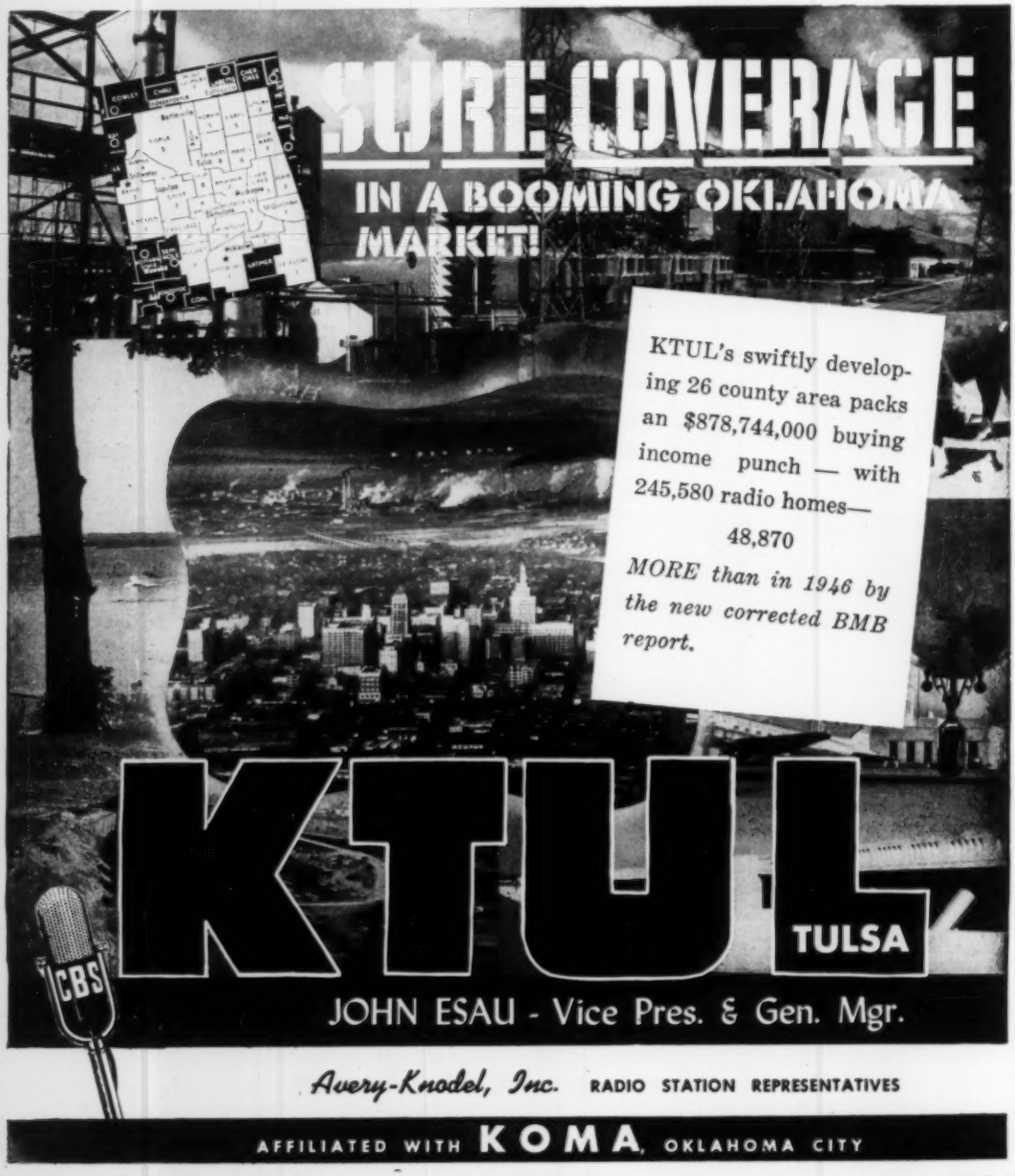
Gas Hazard

WHEN gas service in Portsmouth, Ohio, was shut off suddenly at 10:45 one morning, the telephone company was deluged with calls. After an announcement on the 12:15 p.m. newscast over WPAY Portsmouth, calls dropped to normal. Three announcements for Boy Scouts to help notify people about turning off their gas appliances brought out 80 scouts within an hour. No fires or explosions occurred during seven hours of stoppage because entire community had been notified. Seven hours after the breakage took place, an announcement over WPAY newscast informed citizens that service had been restored.

* * *

Underprivileged Inc.

REGULARLY scheduled programs between 9 p.m. and 1:20 a.m. were cancelled on WGBF Evansville, Ind., in order to raise a trust fund for a group called "Underprivileged Inc." Corporation is made up of citizens desiring to help a five-year-old boy, Dennis Corbett, who was born without arms or legs. By playing and singing requests for listeners who called in and pledged money to the fund, $1152.02 was raised. A city contractor, nursery, and insurance agency donated their services to building a home for Dennis and his family. House will be in Dennis' name, and the family will pay $25 a month for rent. This money will go into a fund for his education. Local people connected with Underprivileged Inc. told its story during the evening's broadcasting.


SURE COVERAGE
IN A BOOMING OKLAHOMA MARKET!
KTUL's swiftly developing 26 county area packs an $878,744,000 buying income punch — with 245,580 radio homes—
48,870
MORE than in 1946 by the new corrected BMB report.
KTUL
TULSA
CBS
JOHN ESAU - Vice Pres. & Gen. Mgr.
Avery-Knodel, Inc. RADIO STATION REPRESENTATIVES
AFFILIATED WITH KOMA, OKLAHOMA CITY

Win with CKLW

ELEVEN top-notch AUDIENCE PARTICIPATION SHOWS that tempt the Detroit Area with solid cash and prizes!

"COFFEE QUIZ"—8:45-9:00 A.M.—Monday through Friday.

"GOOD NEIGHBOR CLUB"—10:15-10:30 A.M.—Monday through Friday.

Eddie Chase's "MAKE BELIEVE BALLROOM"—
3:30-5:00 P.M.—6:15-7:00 P.M. Monday through Friday.

"OLD DETROIT QUIZ"—7:15-7:30 P.M.—Monday through Friday.

Oakite "HOMEMAKERS TREASURE CHEST"—
11:15-11:30 A.M.—Monday, Wednesday and Friday.

"THREE QUESTION DERBY"—11:15-11:30 A.M.—Tuesday and Thursday.

"QUEEN FOR A DAY"—2:00 P.M.—Monday through Friday.

"FISHING AND HUNTING CLUB OF THE AIR"—8:30-9:00 P.M.—Thursday.

"MEET YOUR MATCH"—9:00-9:30 P.M.—Thursday.

"TRUE OR FALSE"—7:30-8:00 P.M.—Saturday.

"TWENTY QUESTIONS"—8:00-8:30 P.M. Saturday.

"TAKE A NUMBER"—8:30-9:00 P.M.—Saturday.

IN THE DETROIT AREA

Now!

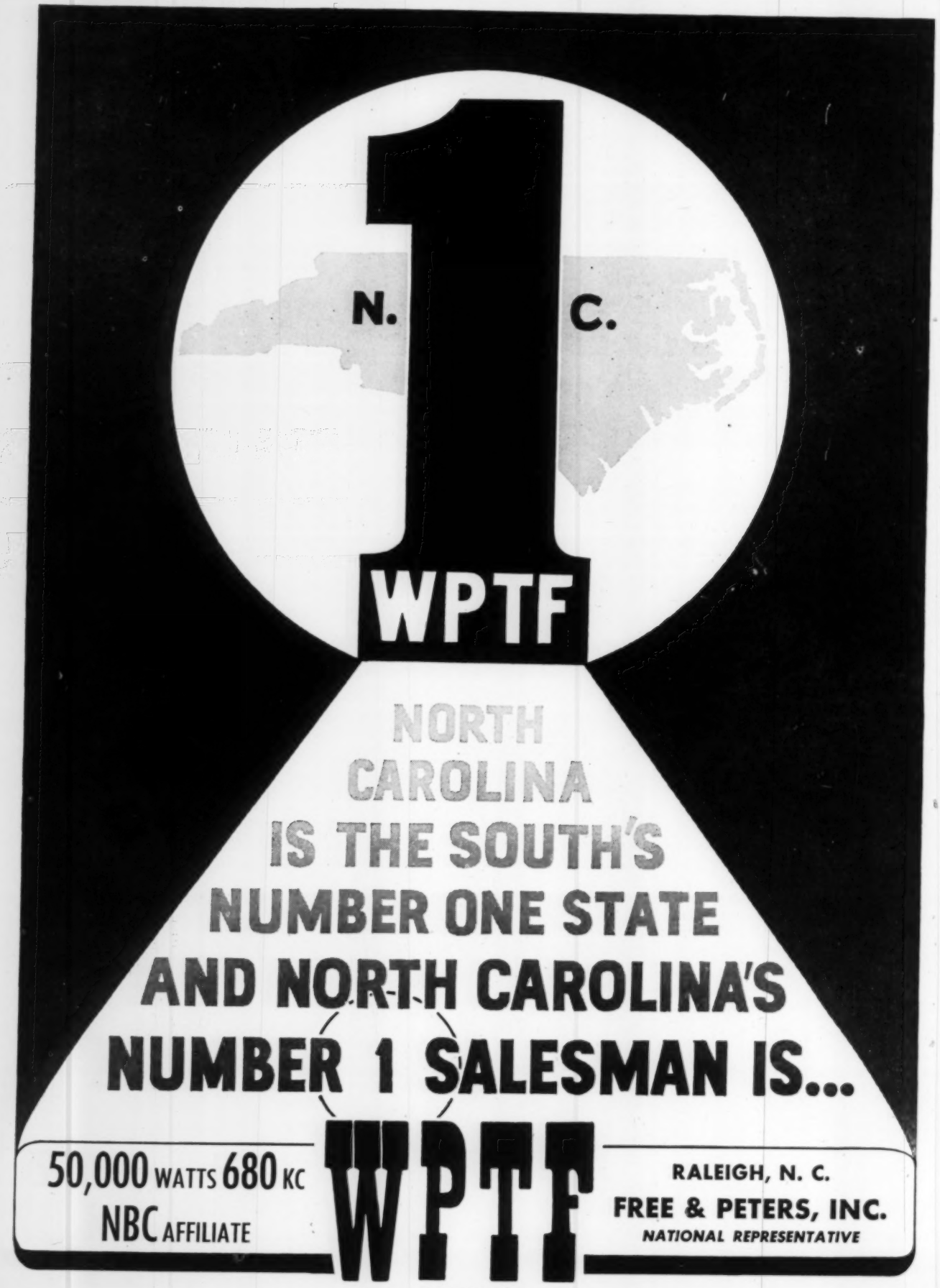
50,000 WATTS at 800 kc.— means more good listening for more people!

CKLW

Guardian Bldg., Detroit 26

Adam J. Young, Jr., Inc., *National Rep.*

MUTUAL SYSTEM


N. 1 C.
WPTF
NORTH CAROLINA
IS THE SOUTH'S
NUMBER ONE STATE
AND NORTH CAROLINA'S
NUMBER 1 SALESMAN IS...
50,000 WATTS 680 KC
NBC AFFILIATE
WPTF
RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
★ also WPTF-FM ★

BROADCASTING
TELECASTING

Vol. 37, No. 13 WASHINGTON, D. C., SEPTEMBER 26, 1949 $7.00 A YEAR—25¢ A COPY

AD PRACTICES EYED

Justice Dept. Sues WEOL Competitor

STRICTER Justice Dept. surveillance of both advertising and news media's competitive practices was seen last week in an unprecedented anti-trust suit filed by the department against the *Lorain* (Ohio) *Journal*, competitor of WEOL-AM-FM Elyria-Lorain.

The suit charged conspiracy to damage WEOL through restraint and monopoly of the dissemination of news, advertising and other information. It also asked that the *Journal*, one-time radio applicant, and four of its principal owners and officials "be enjoined from acquiring ownership or control of the capital stock or assets of any competing publication or radio broadcasting facilities."

Attorney General J. Howard McGrath served notice that he feels "the Constitutional guaranty of freedom of the press goes hand in hand with the application of the Sherman Act [anti-trust] to situations where businessmen are combining to prevent competitors from publishing." Herbert A. Bergson, assistant attorney general in charge of Anti-Trust Division, declared it is "vital that advertising channels not be closed by private combinations."

A spokesman for the *Journal* claimed the suit was a "reprisal" for editorial attacks on FCC, which has held that its owners sought to suppress competition in Mansfield, Ohio, where they operate the *Mansfield Journal*. The suit did not mention the Mansfield paper, whose attitude toward WMAN Mansfield prompted the FCC criticisms.

Suit Brought Thursday

The suit was brought Thursday by the government in the U. S. District Court for the Northern District of Ohio, Eastern Div., over the signature of Attorney General McGrath. It also named as defendents the principal owners and officials of the Lorain Journal Co., publisher of the paper. These were: Samuel A. Horvitz, secretary and vice president; Isadore Horvitz, president and treasurer; D. P. Self, business manager, and Frank Malloy, editor.

Declared by Mr. McGrath to be the first suit of its kind, the case is considered by observers to have possible broad implications within the entire broadcasting, publishing and advertising fields.

Justice Dept. spokesmen refused to comment whether other similar actions were "in the works."

FCC about a year ago denied AM and FM permits to the Mansfield and Lorain papers on grounds that the owners in Mansfield "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monoply in the community through the use of exclusive advertising contracts" [BROADCASTING, July 19, 1948].

The papers subsequently appealed the FCC ruling in the U. S. Court of Appeals for the District of Columbia, denying the allegations and attacking the "self-generated power and jurisdiction" assumed by the Commission in the action [BROADCASTING, Nov. 15, 1948]. The case still is pending.

Samuel Horvitz told BROADCASTING the paper had been criticizing the FCC editorially and had expected a reprisal from the government. "And here it is," he added. "We're put in good company. First . . . DuPont then the A&P and now the *Lorain Journal*.

Mr. Horvitz said the press had been notified Thursday noon of the Dept. of Justice action but the newspaper had not received a copy of the suit until Friday. The *Journal* has waged "a vigorous campaign" against the FCC, he added, charging the Commission was abusing its powers and jeopardizing the rights of free speech.

Cites Journal Story

He recalled the *Journal* carried an article May 26 disclosing that Dept. of Justice agents had been interviewing businessmen about their relations with the newspaper, followed by similar articles. The paper printed a transcript of what he called the department's only contact with him—an interview by Victor H. Kramer, investigator.

"We welcome any investigation," Mr. Horvitz said.

WEOL executives told BROADCASTING they had no quarrel with the *Journal*, merely objecting to pressuring of sponsors who bought time.

Many of the station's sponsors, as well as those of WMAN, are said to have been critical of the Horvitz newspapers' competitive methods. Repercussions from large national advertisers and advertising agencies are said to have been important factors in bringing about the Dept. of Justice suit.

More than a score of business firms were reported by the Justice Dept. to have had advertising contracts cancelled by the *Lorain Journal* because they buy time on WEOL, or to have been pressured to withdraw advertising from the rival *Lorain Sunday News*. These included local outlets for J. C. Penny Co., Sears, Roebuck & Co., The Kroger Co., B. F. Goodrich Co., and the local Buick agency.

The Justice Dept. suit seeks a preliminary injunction to require the *Lorain Journal*, while the case is pending, to accept at current rates all advertisements by those who advertise on WEOL-AM-FM as long as the proposed ads do

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GIVEAWAY

Ban Suspended Pending Court Test

FCC SUSPENDED its widely controverted anti-giveaway rules last week, postponing their effective date until at least 30 days after the pending court tests have been decided.

Commission authorities indicated that in the meantime license renewal applications would be treated just as though the rules had never been adopted, with action on no station's application held up because it carries giveaways. There had been a fear that, in event the rules were suspended, FCC might undertake to put such stations on temporary licenses pending outcome of the litigation [BROADCASTING, Sept. 19].

FCC's decision was reached Wednesday, two days after U. S. District Court in New York made plain that it would grant ABC, CBS, and NBC a stay order against the rules, similar to the one issued in Chicago the week before on motion of Radio Features Inc.

In its postponement order the Commission noted that the two temporary restraining orders of the courts suspended the rules' effectiveness "with respect to the parties in litigation." The FCC order asserted that "The Commission believes that all parties who might be affected by the rules should be placed on an equal footing by postponing the effective date of the rules until the final determination of litigation involving their validity."

The rules had been slated to go into effect next Saturday (Oct. 1). The postponement is "until a date to be fixed by further order, which shall be at least 30 days after a final decision by the Supreme Court of the U. S., or 30 days after the time within which an appeal to the Supreme Court may be taken has expired without such an appeal being taken, in pending litigation with respect to these rules."

The three networks have served notice that they will appeal to the Supreme Court, if necessary, in their suits against the giveaway ban. FCC appears certain to do the same, if it loses in the lower court. The Radio Features suit is similar to the networks'.

Last Monday's hearing in the New York court was on the networks' motion for a temporary stay of the rules until they could move before a three-judge court for a temporary injunction pending trial of their action on its merits. Counsel for the networks argued not only the technical points but also detailed the business losses possible if the rules were not stayed.

Judge Simon H. Rifkind, before whom the hearing was held, left little doubt he was prepared to go far in granting a stay.

Max Goldman, assistant general counsel in charge of litigation for the FCC, sought to restrict any stay granted to what he called the "status quo"—to giveaway shows currently on the air.

The networks argued in opposition that the scope of the stay must be so broad as to permit them to put on not only current shows but new ones now being developed and even new shows necessary to maintain or better their competitive position one with the other.

Judge Rifkind, clearly supporting the networks, indicated he believed a stay should be wider in scope than merely permitting present programs to be continued.

After so announcing, he adjourned the hearing to permit the

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CBS HOLLYWOOD

Meighan, Jones Are In Reorganization

Mr. MEIGHAN Mr. JOSCELYN Mr. JONES

* * *

LONG-HELD belief of CBS that Hollywood is destined to be of increasing importance in radio and television was emphatically expressed last week when the network assigned one of its top executives to head West Coast operations and announced a reorganization of its western flank.

Howard S. Meighan, CBS vice president and general executive, was assigned to be chief CBS officer on the West Coast. Coincidentally Merle S. Jones, general manager of the CBS-owned WCCO Minneapolis, was ordered to Los Angeles as general manager of the CBS-owned KNX and the Columbia Pacific Network.

In an announcement made by Frank Stanton, CBS president, it was said that CBS in Hollywood would be reorganized into four groups—network programs, Hollywood; KNX and the Columbia Pacific Network; CBS operations, Hollywood; and the network program business management unit.

The Four Units

KNX, under the regrouping, will consist of: Local programming, including news and public affairs; sales and sales promotion. It will continue as the key station of the CBS Pacific Network.

Heads of the four major groups within the CBS structure in Hollywood will be: Mr. Jones, in charge of KNX and the Pacific Network; Harry S. Ackerman, continuing as vice president in charge of network programs, Hollywood; Kenneth L. Yourd, continuing in charge of business management of network programs, and A. E. Joscelyn, current director of KNX operations, assigned to the new position of director of CBS operations, Hollywood.

Departments Under Joscelyn

All operational departments, including accounting, construction and maintenance, engineering, legal, network sales service, personnel relations, press information, script processing and all operating departments formerly a part of KNX, will be grouped under Mr. Joscelyn as director of CBS operations.

The reorganization will establish the network's Hollywood offices on lines similar to those at New York.

The appointment of Mr. Meighan, one of the policy-level executives of the network, to the Hollywood post was not unexpected. He recently completed a tour of duty at Hollywood where he had an important part in the plan to redesign the West Coast organization.

At week's end no successor to Mr. Jones at WCCO had been selected, although it was expected one would be named within a fortnight. Meanwhile the station will operate under the direction of Gene Wilkey, assistant general manger, it was learned.

Mr. Meighan has been with CBS since 1934, rising from account executive in Radio Sales, through eastern sales manager of Radio Sales, director of station administration, and vice president in charge of station administration until his appoinment as general executive of the network in January 1948.

Joined CBS in '37

Mr. Joscelyn joined CBS in 1937, first serving as a member of the Radio Sales staff in Chicago, later as eastern manager of Radio Sales in New York, manager of WBT Charlotte, N. C.—then a CBS-owned station—and manager of WCCO Minneapolis. In 1947 he resigned from WCCO to become vice president of Northwest Linseed Co., but he returned to CBS as director of operations of KNX in May 1948, the position he held until the present time.

Mr. Jones succeeded Mr. Joscelyn as general manager of WCCO. Before that he had been in other capacities with CBS from 1936 to 1944. In October 1944 he became an executive of the Cowles Broadcasting Co., leaving that to rejoin CBS at WCCO.

'Chuckie' Taishoff

ROBERT CHARLES TAISHOFF, eight-year-old son of Sol Taishoff, editor and publisher of BROADCASTING, and Mrs. Taishoff, was killed last Tuesday afternoon in a bicycle accident near his home, 4545 Linnean Ave., NW, Washington.

He was riding down a slight hill on an adjacent street when his bicycle swerved and struck the side of an automobile crossing an intersection. He died almost instantly.

Funeral services were held Thursday at Danzansky Funeral Home in Washington.

"Chuckie" Taishoff, youngest of three children of Mr. and Mrs. Taishoff, was born April 29, 1941. The other children are Mrs. Kenneth Cowan, of Washington, and Lawrence, a student at Staunton Military Academy, Staunton, Va.

NARBA PESSIMISM

Outlook Dim For Treaty

CHANCE for final negotiation of a new North American broadcast treaty continued dim last week as NARBA delegates meeting in Montreal disposed of most of the preliminary work. While many delegates were pessimistic because Mexican observers had not arrived, there were some who felt the nations eventually would reach an agreement on continental assignments.

Handicaping the NARBA negotiations was the lack of heat in the Windsor Hotel headquarters, delegates reported.

Word was received that Carlos Maristany, deposed Cuban minister of communications, was due to arrive in Montreal in his capacity as director of the Office of Inter-American Radio (OIR). Always a stormy petrel in negotiations, Senor Maristany appointed himself as OIR director while occupying the ministerial post.

United States and Canada withheld OIR funds and proposed its functions be abolished. Senor Maristany, while still minister, retaliated by paying Cuba's OIR dues for the first time in years.

Not Delegate Member

Feeling was apparent that he is the prime mover in Cuba's channel juggling following expiration of the NARBA extension last March, and suggestion was heard that he would not be too welcome to some of his countrymen. He is not listed as a member of the Cuban delegation, which was augmented last week by several engineers including Ventura Montez Cheng, CMQ Havana, key station of the Mestre network.

Hovering over the whole conference is the FCC's failure to decide the clear-channel issue. With Cuba driving hard for national classification of the clears [BROADCASTING, Sept. 19], fear is expressed there might be no U. S. channels for either high-power operation and/or duplication.

Cuban Proposal Troubles

Still causing concern among U. S. delegates is the Cuban proposal to increase the normally protected nighttime interference-free contours of regional stations from 2.5 to 3.5 mv/m, as well as the plan to grant Class 3 protection to Class 4 stations on regional channels with severe effect on many U. S. regionals.

The Juridical Committees engaged in long debate last week on procedure in connection with adherence to International Telecommunications Union regulations and national sovereignty. Sovereign rights to all channels are a big issue for Cuba. The Engineering Committee was going over preliminary work at the weekend.

GETTING together during an interlude in NARBA conference at Montreal are (l to r) Alan D. Hodgson, director general of aeronautical telecommunications, British West Indies, chairman Bahamas delegation; John H. (Jack) DeWitt, WSM Nashville, CCBS; FCC Comr. Rosel H. Hyde, U. S. chairman; Royal V. Howard, consulting engineer, Washington, and Goar Mestre, CMQ Network, Havana.

1950 CENSUS

Hauser Explains System for Radio-TV Count

THE 1950 decennial census will show the number of radio and television sets in the country by cities and counties [CLOSED CIRCUIT, Sept. 19], according to Philip M. Hauser, acting director of the Bureau of the Census. The questions will be included in the housing portion of the census, as was the case with the radio set question asked in 1940.

The bureau's decision to count television sets was based on a recommendation by Mr. Hauser, who felt radio receiver data would be incomplete without the TV tabulation [BROADCASTING, Aug. 22].

As now planned—assuming Congress votes funds for the entire census project—the census takers will first ask if there is a radio set in the dwelling, and then follow up with the television question. FM will not be tabulated due to public confusion over AM and FM transmissions.

The radio and TV questions will be asked in one of every five dwellings, according to Mr. Hauser, to keep down cost of the census. The bureau was faced with the choice of sharply cutting the scope and content of census schedules or of using the sampling system.

To Use Sampling Plan

For the first time the bureau will use its sampling technique in collecting data for small areas such as counties, cities and even census tracts (3,000 to 4,000 persons).

"The sample will be an unusually good one, with the sampling error small enough to be entirely satisfactory for most conceivable administrative or marketing uses," Mr. Hauser told the New York chapter of the American Marketing Assn. in an address Wednesday.

In the statistical field, he explained a 20% count is a "gargantuan" sample, including 30 million of the 150 million persons to be counted. The questions in the housing census will be rotated on the questionnaire pads used by census takers.

Census Bureau technical experts, who have worked years to develop sampling techniques, say the sampling error in the 20% sample to be used in the housing census is smaller than the normal response error that occurs in the decennial project. Except in extremely small areas the sampling error is described as insignificant.

In past decennial census counts, 1940 and 1930, the radio question has been asked in every home. The 1950 data will be of comparable accuracy, it is claimed, although in the case of areas far from a TV station the TV figure might show a higher sampling error if broken down into small areas.

The sampling error should not run over 2%, in the case of a 20% sample, for census tracts, according to census officials. In an average county of 20,000 persons, the average expected error is 1%, assuming 85% of the homes have radios. The error would be higher in the case of television sets. In large counties of 100,000 or over, the expected error for radio sets will be negligible.

New Area Concepts

Two new concepts of areas will appear in the 1950 census of population and housing. First the bureau will use new metropolitan areas comprising sets of entire counties which will cover all cities of 50,000 persons or more and a metropolitan area population of 100,000 or more. These areas were first used in the 1947 Census of Manufacturers and the 1948 Census of Business, and the decennial data will be released for identically defined metropolitan areas.

A new set of definitions has been adopted for urban-rural population. The bureau classified as urban all those in incorporated places of 2,500 or more inhabitants in the 1940 census. In the next census the bureau is establishing boundaries for the built-up suburban fringe contiguous to each city of 50,000 or more.

The built-up area included in these boundaries will have a density of 500 dwellings or 2,000 inhabitants per square mile. Large nonsuburban unincorporated places with 2,500 or more persons will be classified as urban. This conforms to the popular concept of city areas.

In addressing the New York marketing group, Mr. Hauser said the 1950 census, besides providing the population count, will for the first time provide data on total income for both individuals and families. This will be broken down for small areas.

Consumer market data will include information on age, sex, race, marital status and labor force status, along with educational attainment. Mr. Hauser said this information will be helpful to all elements of business interested in the delineation and measurement of class markets. Basic data on the number and composition of families will be provided.

The 1950 housing census will be the second taken by the bureau. It will measure the number of dwelling units, and their characteristics, and provide information about household facilities. Besides radio and television, the data will cover piped water supply, type of toilet, bathtub or shower, heating equipment, heating fuel, cooking fuel, refrigeration, electric lighting and kitchen facilities.

Augmenting this will be data on occupancy and tenure, showing how the nation is housed. New figures will be revealed on home financing.

NETWORK TIME

July Over $12 Million

GROSS time purchases of advertisers on the four AM networks in July totaled $12,090,579, according to figures released last week to BROADCASTING by Publishers Information Bureau.

The figure is 8.6% below the network billings of $13,223,466 in July of 1948. The total also is 21.9% below that for June, when gross network time sales added up to $15,487,193 [BROADCASTING, Aug. 22].

For the year to date, PIB shows gross network time sales of $112,862,890, a decrease of 2.1% from the gross of $115,307,811 reported by PIB for the same period in 1948.

Procter & Gamble Co., spending $884,712 for network time during the month, was the leading network advertiser in July, BROADCASTING's tabulation of PIB individual program billings reveals. Sterling Drug ranked second with gross network time purchases of $670,150, and Miles Labs was third with $486,431. (For the ten leading network advertisers in July, see Table I.)

* * *

TABLE II

GROSS NETWORK TIME SALES

	July 1949	Jan.-July 1949	July 1948	Jan.-July 1948
Agriculture & Farming	75,286	676,254	119,188	859,377
Apparel, Footwear & Acces.	88,830	789,424	81,842	832,055
Automotive, Automotive Equipment & Supplies	331,587	4,583,701	370,371	4,389,927
Aviation, Aviation Equipment & Supplies				
Beer, Wine & Liquor	101,553	557,991	81,298	714,644
Building Materials, Equipment & Fixtures	98,103	765,518	2,350	563,357
Confectionary & Soft Drinks	366,592	4,103,458	555,700	4,384,457
Consumer Services	149,665	1,019,730	139,239	1,477,788
Drugs & Remedies	1,548,570	12,030,348	1,709,939	13,429,795
Entertainment & Amusement				
Food & Food Products	2,626,450	26,581,807	2,849,253	27,844,857
Gasoline, Lubricants & other Fuels	378,534	3,602,682	425,458	3,436,593
Horticulture		91,968		98,946
Household Equipment & Supplies	298,299	4,632,149	718,306	4,915,753
Household Furnishings	72,285	696,058	129,585	775,386
Industrial Materials	134,613	1,306,186	24,162	1,028,762
Insurance	309,581	2,329,537	336,393	2,522,390
Jewelry, Optical Goods & Cameras	169,500	1,288,156	58,156	443,539
Office Equipment, Stationery & Writing Supplies	66,420	862,380	204,511	1,535,801
Publishing & Media	41,078	532,659	121,822	957,072
Radios, TV Sets, Phonographs, Musical Instruments & Acces.		731,545	48,100	1,014,158
Retail Stores	4,122	38,472		
Smoking Materials	1,839,703	13,695,648	1,531,895	11,875,525
Soaps, Cleansers & Polishes	1,147,576	11,866,807	1,472,621	11,404,563
Sporting Goods & Toys				
Toiletries & Toilet Goods	1,924,473	17,746,286	2,055,146	19,266,218
Transportation, Travel & Resorts	71,766	694,418		
Miscellaneous	245,993	1,639,708	187,131	1,543,553
TOTAL	12,090,579	112,862,890	13,223,466	115,307,811*

* A political category of $2,295 is included in this total.

Source—PUBLISHERS INFORMATION BUREAU.

TABLE I

TOP TEN NETWORK ADVERTISERS IN JULY 1949

1. Procter & Gamble	884,712
2. Sterling Drug Co.	670,150
3. Miles Laboratories	486,431
4. Liggett & Myers	457,836
5. General Mills	439,747
6. General Foods	382,234
7. Philip Morris & Co.	367,426
8. Lever Brothers	360,415
9. American Home Products	315,691
10. Gillette Safety Razor Co.	254,294

Source—Publishers Information Bureau

* * *

Food advertising was the leading network category in July, advertisers in this group buying $2,626,450 worth of network time. Toiletries advertising ranked second, with gross network time purchases of $1,924,473 in July. Smoking materials stood third, spending $1,839,703 for network time; drugs fourth with $1,548,570, and soaps and cleansers fifth with $1,147,576.

For the seven-month period, January-July 1949, the order of rank of the first five categories is the same as for July. While these five categories also stood first in July of 1948 and for the first seven months in that year, drug advertising ranked third and smoking materials fourth, both during the month and in the January-July period.

In July of this year, gasoline and oil advertising ranked sixth; candy and soft drinks, seventh; automotive, eighth; insurance, ninth and household equipment, tenth. Ranking order for the first seven months of 1949 is household equipment, sixth; automotive, seventh; candy

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WHAT AGENCIES WANT

Lund Gives Tips

By ART LUND
Radio Director
Campbell-Mithun, Minneapolis

THE MEN in the advertising agency who contact clients must, like members of station sales staffs, also, in a sense, be salesmen. They must be able to present ideas, campaigns, and radio programs to their clients in a convincing, salesmanlike manner.

But, unfortunately, too many time salesmen feel their responsibility ceases once they see the color of the agency's ink on a contract. From this point on the agency must go to work to see to it that the program or campaign pays out for the client in terms of the sale of merchandise.

It is the agency that is responsible for the preparation of the selling copy or copy theme on the program—and this copy, in large part, can make or break the selling success of the show.

But there are many salesmen or station representatives who actually do make it a point to work closely with the agency during the life of a program—making suggestions on format, talent handling, promotion—yes, even on commercials. And it is this type of station selling that shows the greatest returns in time sales over the long haul—in contrast to the one-shot selling job where the main objective is to make the sale—then hope the program somehow pays out.

Cites Approaches

Here are some typical approaches that we get from this class of time peddler.

First, we have Johnny "I've got to get an order today." He opens his presentation like this: "Say, Art, how about some business today? Haven't you got something you can throw my way? I sure could use a couple of orders. I don't believe you've given me the nod in over six months."

This type of salesman apparently assumes the agency tosses out orders at will—anytime, anywhere. He doesn't even have the good judgment, or courtesy, to suggest some worthwhile or attractive availability that the agency might possibly find useful or productive for one of its accounts.

Next we have Billy Eager-Beaver, who's just about the busiest man in town and who uses all kinds of tricks of the trade to get his orders. He figures the best approach is to sell the client first, in the hope that the client will force the agency to buy his wares—or at least by running back and forth between agency and client he can cause enough confusion to somehow get an order out of the maze he creates. He opens his sales pitch something like this:

"I talked to your client, Joe Tomato, yesterday—well, that is I accidentally ran into him in a bar—and I told him about our *Breakfast in Bed* show and is he ever hot about it. Wow! He says it's just what he's been looking for. He wants you to call him about it right away."

Mostly 'False Alarms'

Well, in 90% of the cases, this all turns out to be a false alarm. The telephone call to the client usually reveals he did not say he was interested in the show, and many times the client will add: "I told him to call you to get him off my neck."

What the eager-beaver forgets is that the client is an expert on the manufacture and sale of his merchandise but he hires an advertising agency to select his radio programs and other advertising media. But some guys never learn.

I'd like to cover one more abuse in the selling of radio time, one that is the most common of all especially in the selling of spot announcements, but to some extent prevalent in the sale of program time. Let's say the agency has an order to buy a spot schedule in Market X. It is decided that Station WWW will best serve the requirements of the campaign. When the availabilities are brought in, we discover they are mediocre as to adjacencies and ratings. In order to prevent the business from going to another station, the salesmen will say: "Look, you select the best ones from this list of availabilities. We'll have some darn good ones up in the next few weeks, and I'll give you first crack at any hot ones so that you can improve your schedule. Buy your schedule now, and we'll take care of you when the hot ones open up."

Either memories are short or intentions are forgotten easily. The cases are rare, indeed, when we can improve our schedule without prodding the station into it. In fully 90% of the cases, the promise is forgotten completely unless the agency reminds the station about it.

All of these abuses are understandable to some degree—but they certainly are curable, too. It is so refreshing to have an experience such as I had the other day when a national radio representative was asked to get us a program availability on one of his stations. A few hours later he came back with the availability—gave the facts—and then added—"and I think it stinks." He was right, too,—and I have a lot more respect for this fellow now than I have for many salesmen.

ART LUND is one of the Northwest's biggest buyers of radio time. He knows what agencies want from radio salesmen, and from their stations. At the NAB District 11 meeting in Minneapolis last week he told broadcasters what he gets, and what he doesn't get from these salesmen and from their stations. In this article Mr. Lund bares the story of agency-station relationship from the agency viewpoint. Some of his comments may hurt, but they come from a topflight executive who buys some $4 million in time annually for such accounts as Glass Wax, Russell Miller, Campbell Cereal, Zins Master Baking, Our Own Hardware, Hamm Brewing, Land-O-Lakes and Hilex.

What does an agency expect from the time salesman? First, and most obvious—honesty. Attempts to camouflage the facts or to tell only half the story are soon discovered. Then the agency believes nothing the station tells them.

Second, creative selling. You would be surprised how few time salesmen really understand the idea when they get in an agency's office. Instead of trying to sell just anything you think someone might buy, have your men try selling a well-conceived, well-thought-out plan that will fit a particular client's needs. And why not bring the facts—all of them—along on the first call. Too often the time salesman operates like a plumber. He has to run back to his office to get his selling tools.

What does the station have to do to convince the timebuyer that his facilities are best suited to the particular client problem at hand? First, it must be understood that the needs and problems of spot advertisers are extremely varied. That's why a little study and planning ahead of time will make the selling job more productive and certainly much easier.

That 9 o'clock program you're trying to sell is not a good thing for *every* radio advertiser. Maybe it's good for just a few. Then there are the important, but difficult to sell, intangibles. I'm referring to "station loyalty" or "station prestige" with the listening audience. If your station has real listener loyalty and prestige, sell it and demonstrate it. These factors are just as important as Hooperatings; perhaps even more so.

Selling Main Interest

Let's face one fundamental truth. The advertiser and the agency are interested in just one thing as far as your radio station is concerned. They are interested in selling their merchandise or service to the consumer. The days of pride of sponsorship are pretty well over. That program they buy on your station is only a means to an end—sales. Therefore, basically, the agency wants to use your station only if it can be demonstrated you can deliver the greatest number of advertising messages per dollar spent.

In determining the most economical and productive expenditure of the advertising dollar, I believe most agencies primarily study the following characteristics of a given radio station:

(1) The physical coverage. Reliable information on this subject is of paramount importance to the agency. If the product to be advertised is in widespread distribution, the agency is going to seek the station that covers as much of that distribution area as possible. If distribution is limited, or spotty, an entirely different line-up of stations may be called for. The timebuyer will try to coincide the distribution area with various stations' coverage as closely as possible.

So, the agency wants to know the number of radio homes in your coverage area. It wants to know

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ART LUND (second from right), Campbell-Mithun, pauses with this group after his address to the District 11 delegates in Minneapolis. They are (l to r): Robert B. Ridder, WTCN Minneapolis; Tony Moe, WCCO Minneapolis; James McTighe, Olmstead and Foley, Minneapolis; Mr. Lund; David Gentling, KROC Rochester, Minn.

BETWEEN sessions at Minneapolis (l to r) Harold Dell, KGDE Fergus Falls, Minn.; Bert Lown, Associated Music Publishers; Wallace Stone, KILO Grand Forks, N. D.; Bill Taylor, KTRF Thief River Falls, Minn.; Odin S. Ramsland, KDAL Duluth; H. G. Alexander, KWAD Wadena, Minn.; A. T. Shields, WLDY Ladysmith, Wis., and Gus Hagenah, Standard Radio, Chicago.

DISTRICT 11 delegates included (l to r) John D. Langlois, Lang-Worth, New York; Dalton Le Masurier, KDAL Duluth; Kenneth Hance, KSTP St. Paul; R. W. Olsen, KWOA Worthington, Minn.; John F. Meagher, KYSM Mankato, Minn., and district director; Robert R. Tincher, WNAX Yankton, S. D.; Howard Dahl, WKBH, La Crosse, Wis., and Maurice Mitchell, BAB, New York.

* * *

MIDWEST RADIO OUTLOOK

Hard Plugging Ahead

By BILL THOMPSON

MIDWEST broadcasters are resigned to a fall and winter of hard plugging. But this is nothing to most of them—they tightened their belts last summer.

A survey by BROADCASTING at NAB district meetings in Three Lakes, Wis. (District 9) and Minneapolis (District 11) uncovered stories of unprecedented success at combating the summer hiatus; the tale of how a 250 w station is marshalling the top management of 15 similar operations for a campaign to sign the branch offices of a regional advertiser, and reports of many "unusually early" fall orders.

The canvass, covering more than a score of operations, shows a trend in most areas toward inter-station cooperation "for the good of broadcasting as a whole." In only a few of the more populous centers does "dog-eat-dog" prevail.

Hard Selling Rewards

A North Dakota station dug in during the summer's severe drought and found that hard selling paid off. A Wisconsin operation has been able to extend its "bumper summer" to October. And a Minnesota broadcaster who attributed a "sensational" fall last year to political advertising, is finding that sales, even in this non-election year, can be made "if you go out and hustle."

WCCO Minneapolis and WMBD Peoria successfully bridged the gap between spring and fall by bringing into radio manufacturers and distributors of commodities in heavy demand during the summer months.

Al Harding, WCCO sales manager, set a 1949 goal of 12% more summer accounts than the station had last year. He got 25% more.

Charles C. Caley, executive vice president of WMBD, reported revenue for June, July and August topped that of 1948 by $6,300.

Such accounts as ice cream and other summer desserts, travel bureaus, lightening rods, wind mills, farm implements, and picnic supplies like paper napkins, wax paper, and potato chips, were among those signed by the two stations.

Mr. Harding anticipated the added summer business would give WCCO a substantial increase locally over 1948. National spot will be up, but not to compare with the local and regional upsurge, he said. Mr. Caley's station will do about 3% more business this year.

Ray Livesay, general manager of WLBH Mattoon, Ill., has been instrumental in unifying the efforts of 15 mid-Illinois stations to bring into radio a large organization serving each of the towns. He is a strong advocate of cooperative selling among stations, and won commendation from NAB's staffmen at the District 9 meeting for his enterprise in this direction.

He was one of those reporting that accelerated summer selling started to pay off in August. During that month, 1949 revenue reached a point 5% above 1948 and was climbing for 10% by late September.

Late summer rains brought prosperity to Mitchell, S. D., after weeks of parching heat, and KORN, managed by Harland Ohde, went into the winning column with a 4% overall increase over last year. Mr. Ohde reported fresh activity among automobile dealers. Near by KIJV Huron had a greater drop in revenue in July and August than during any summer in its four-year history. But early September sale of local accounts, all new to radio, promised to bring this month up 5% over September 1948, it was reported by Max F. Staley, president.

Record for August

KIHO Sioux Falls had the biggest August in its history, with 40% more billings than last year. Another Sioux Falls outlet, KELO, predicts its revenue for the year "will be up 20%," according to Evans Nord, commercial manager.

KDIX Dickenson, N. D., has maintained a 15% higher revenue level than in 1948 "even though the drouth made it tough," said Orville F. Burda, general manager. Entering the national picture this year for the first time since its establishment in 1947, this station, in the heart of the beef and wheat country, will have outside revenue totaling 7%.

Swinging east into Minnesota, the broadcasting survey found Dalton LeMasurier, president of KDAL Duluth, predicting a overall 10% increase for the year. But KFAM St. Cloud, almost in the center of the state, will be "down slightly," according to Fred Schilpin, president. At KLIZ Brainerd, just a few miles north, Ed Wilder, commercial manager, is fighting what he hopes will be a winning battle to keep business "somewhere near 1948's political prosperity."

In the southern part of the state, KYSM Mankato, headed by NAB's District 11 director, John F. Meagher, hopes to whittle down the present revenue figure of 8% below 1948 before Christmas. Nearby KDHL Faribault is more optimis-

(Continued on page 42)

EXPANDED BMB

Dist. 11 Seeks Data

RESOLUTION calling on the NAB board to "explore the possibilities of expanding BMB to include audience ratings by periods" was adopted by NAB District 11 Tuesday at the close of its two day meeting at the Radisson Hotel, Minneapolis. More than a hundred delegates, representing stations in Minnesota, North Dakota and parts of Wisconsin and South Dakota, attended the conference.

The BMB resolution was a last-minute "write-in" measure, introduced by the Resolutions Committee after it earlier had submitted a recommendation that the district merely "urge continuance" of BMB. The later draft acknowledged that "many competing measurement organizations have somewhat confused the measurement picture by the publishing of conflicting techniques and results" and urged that BMB become a model for all to follow. Robert R. Tincher, general manager of WNAX Yankton, was chairman of the resolutions committee.

Elaboration on BMB

Earlier Dr. Kenneth H. Baker, NAB director of research and acting president of BMB, had won unanimous acceptance of his administration of the bureau with a detailed description of how BMB works. Using enlarged maps showing listenership of more than 40 California stations, many of them established since the war, he gave convincing proof that AM continues to grow "despite television." At the suggestion of Howard Dahl, WKBH La Crosse, Wis., he promised to recommend that the new BMB survey, tentatively set for November, carry listenership down to 5%.

As at previous NAB membership meetings in Cincinnati and Three Lakes, Wis., Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, and Richard P. Doherty, director of the Employe-Employer Relations Dept., delivered informal talks which put the members at ease. Then NAB's president, Justin

(Continued on page 43)

FCC Actions

TWELVE new AM stations granted by FCC last week along with initial decision to grant another. Two stations received improved facilities. Transfer grants, including $279,825 sale of KFBC Cheyenne, Wyo., and $150,000 sale of WFTL Ft. Lauderdale, Fla., announced for 11 stations. Three FM and one AM authorization deleted. Details of these and other FCC actions are found in FCC Roundup on page 84.

HEINZ RETURNS

Takes ABC 'Ozzie & Harriet'

H. J. HEINZ Co., New York, maker of "57 Varieties," will sponsor the *Adventures of Ozzie & Harriet*, on ABC effective Oct. 14, after a four year absence from network radio. The show will be heard on Friday 9-9:30 p.m.

During the five years that the program has been on the air it was sponsored by International Silver Co., New York, through Young & Rubicam. When the latter company dropped the show to put its budget in television, ABC and the Nelsons signed, in July 1949, a long term contract covering their radio and television activities.

The H. J. Heinz Co. signed an initial 39-week contract with ABC covering the broadcasts on 270 ABC stations. Maxon Inc., New York, is the agency.

The program originates from the Nelson's California home with all members of the Nelson family playing themselves.

Amend Names Burnett

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), has named Leo Burnett Agency to handle its advertising. Radio and television are being considered. Owen Smith is account executive.

Names Richards Inc.

THE U.S. Coast Guard has appointed Fletcher D. Richards Inc., New York, to produce a 26-week MBS program, *Your Coast Guard Academy on Parade*, to start Oct. 1. Newell-Emmett previously handled the account.

CHARITY TRUSTS

Would Lose Non-Tax Status in Bill

LEGISLATION that would deprive charitable trusts of their non-taxable status on gross income if they acquire stock in radio and television stations, was introduced last Thursday by Sen. Charles Tobey (R-N. H.).

The Tobey proposal was offered as an amendment to a current bill (HR 3905) which would modify the Internal Revenue Code and is intended to safeguard the fundamental constitutional right of "freedom of speech and the press," he stated.

Sen. Tobey told BROADCASTING his measure was not aimed at any particular organization.

His amendment encompasses publications and other avenues of information as well as radio and television.

Authorities said they knew of no station currently owned by a charitable trust within the meaning of the Internal Revenue Code.

Scope of Bill

The Senator's statement did not elaborate on organizations which presumably might fall under the definition of "charitable trust," but spokesmen explained it included religious, educational, scientific and other organizations "set up" exclusively for charitable purposes but yet competing for profit with private firms. Under his plan their gross income would be taxable if they acquired or controlled stock in stations and publications.

Sen. Tobey noted a precedent for his action in a rule followed by Reconstruction Finance Corp., whereby it does not exercise its lending powers when a radio station or the press is involved. He suggested that the rule presumably is based on a desire that government agencies be placed above suspicion of control of the avenues of information, and termed it a "commendable policy." It also should apply equally to the Commissioner of Internal Revenue, who has broad discretion in the approval or disapproval of the activities of charitable trusts through his power to hold the trust income taxable or exempt, he asserted.

'Safeguard Freedom'

"Furthermore, charitable trusts controlling millions of dollars have been engaged in all types of activities in competition with taxpaying private enterprises under loosely drawn state laws pertaining to the powers of trustees. Freedom of speech and of the press must be safeguarded from this danger, also," he added.

The anti-monopoly legislator's proposal would amend Sec. 162 (a) of the code dealing with charitable trusts by adding this section:

Provided, that if any part of the capital, moneys, assets, credits or income of a trust is loaned, advanced, or used to control or acquire, by purchase or otherwise, a business, enterprise, or service which is engaged in the dissemination of information, including but not restricted to the business of publishing a magazine, periodical, or newspaper, or of operating or maintaining a radio or television broadcasting station, then all the gross income of the trust shall be considered taxable to the trust under this chapter.

Sample Spots

IN ATTEMPT to convince advertisers of the effectiveness of small-market radio advertising, Laurence W. Harry, manager of KSMA Santa Maria, Calif., has started an experimental sampling plan. According to the plan the station will accept spot announcements from advertisers, air them during a trial period, and leave it up to the advertiser to pay what he considers a fair rate. Station has sent out direct mail pieces to acquaint advertisers with the plan.

BROKAW

Heads Raymer Chicago Office In Streamlining Move

FRED C. BROKAW, vice president and partner of the Paul H. Raymer Co. Inc., station representative, will transfer his headquarters to the Chicago office of the company, effective Oct. 1.

He will continue as general manager of the national sales organization of the Raymer company and will be vice president in charge of the Chicago office.

The change is said to be one of several major steps in a program for streamlining overall control of the company and stepping up sales pressure and technique. It also is the major move in an expansion of the firm's Middle West and West Coast activities.

Garfield C. Packard will continue as sales manager of the Chicago office and will report to Mr. Brokaw.

Mr. Brokaw joined tht Raymer organization in 1932 as a salesman after several years experience in magazine advertising. He was made a partner in 1935. He became a vice president about two years ago and has been in charge of the New York office as well as directing the national sales of the firm.

BURMAN NAMED

WH&W Radio-TV Director

ALAN R. BURMAN, with J. Walter Thompson Co., New York, since 1947, has joined Wilson, Haight & Welch Inc., Hartford and New York agency, as radio and television director.

At J. Walter Thompson, Mr. Burman was television and radio producer of the Yankee and Dodger baseball games and the Yankee football games. He also was assistant producer of the *Kraft Television Theatre*.

Before joining JWT, he was a screen writer and assistant producer with Mini-Films Inc., a commercial picture company.

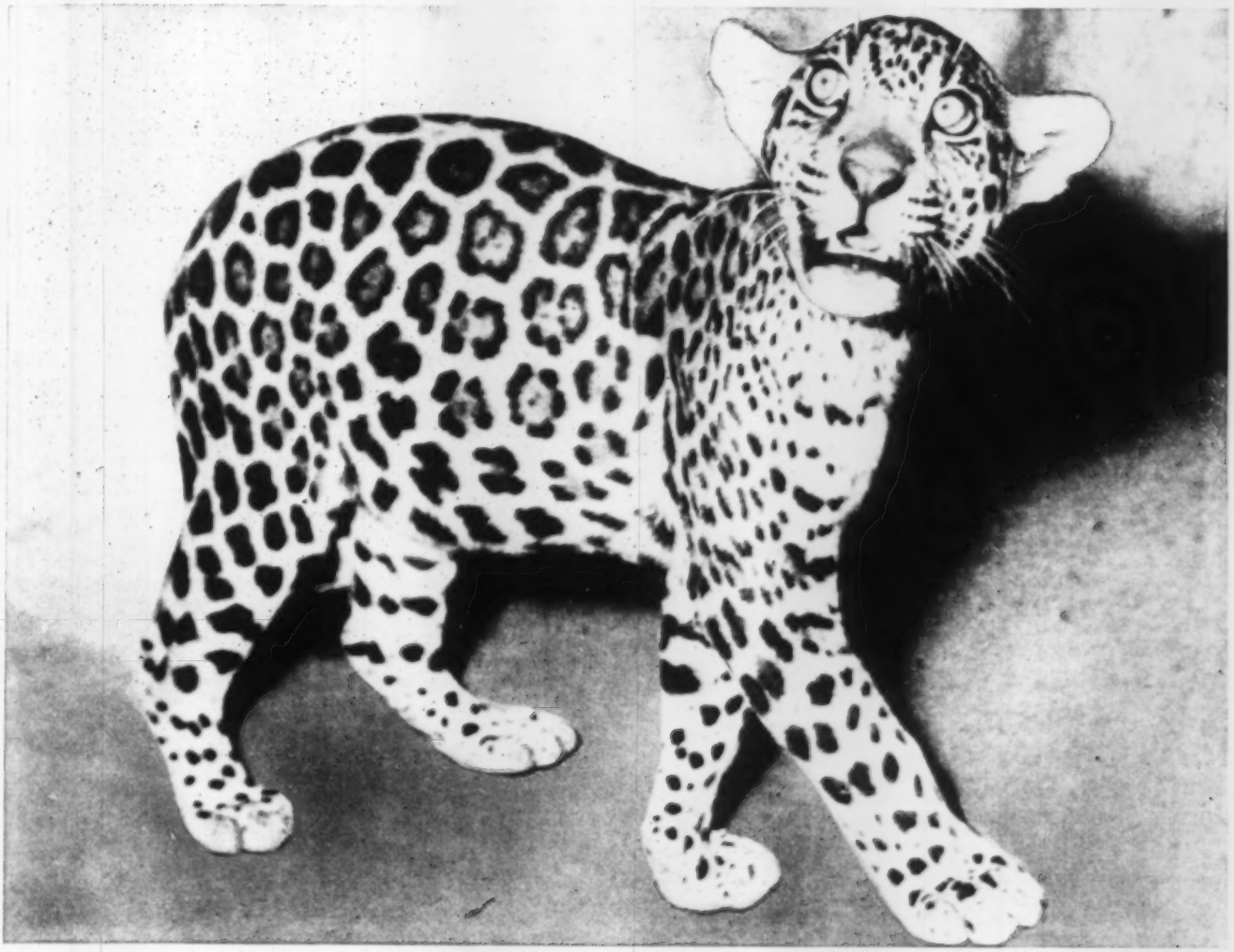
Basil A. Caparell

BASIL A. CAPARELL, sales manager for International News Service and assistant sales manager for King Features Syndicate, both New York, died last Wednesday afternoon at his Pittstown, N. J., home. He was to have been 61 years old the following day. Death was due to a heart attack induced by a blood clot. He was a member of New York's Radio Executives Club and The Banshees, an organization of writers and newspapermen. Mr. Caparell is survived by his widow, Ella Jeanne Caparell.

WLS CHICAGO was well represented at District 9 meeting by Harold Safford (l), program director, and George R. Cook, treasurer.

SPEAKERS TABLE at District 9 pheasant dinner Sept. 15 at Three Lakes was graced by (l to r) Merrill Lindsay, WSOY Decatur, who is an NAB director; Ben Laird, WDUZ Green Bay, chairman of the convention committee; NAB President Justin Miller; Charles C. Caley, WMBD Peoria manager and district and NAB director; Howard Lane, Field Enterprises and an NAB director, and Leslie Johnson, manager of WHBF Rock Island.

XUM



"WELL, I'LL BE DARNED!"

Timothy, the jaguar from South America, seems to be overcome with amazement at what he sees. Maybe Tim is seeing for the first time one of the new hair-dos our young ladies are sporting these days.

Many businessmen are amazed when they see how much their sales have increased after advertising over W-I-T-H. This might be due to the fact that W-I-T-H covers 92.3% of all the radio homes in the Baltimore trading area.

New advertisers will be even more amazed when they learn that W-I-T-H can give them more potential buyers for less money than any other radio station in the rich Baltimore market.

If you are wondering how to make every advertising penny count . . . remember W-I-T-H, the radio station that produces amazing results. Call in your Headley-Reed man. He'll tell you the whole W-I-T-H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* HEADLEY-REED

OVERTIME

Rules Would Exempt Special Announcers

ANNOUNCERS doing specialized work are not entitled to overtime pay, being classified as "exempt," under a preliminary report issued by the Dept. of Labor. First revision in wage-hour rules since 1940, the new standards will not be put into effect before mid-October pending possible objections by interested parties.

NAB last week had not yet decided whether to file objections to the report. The association had asked that all announcers be classified as professional employes under the law rather than announcers doing creative work such as ad-lib assignment, master of ceremonies and similar assignments.

William R. McComb, Wage-Hour Administrator, said the revisions do not materially change the number of white-collar workers affected by the law—about 2,500,000 employes.

Effect on the broadcasting industry, however, is important, according to the NAB Dept. of Employe-Employer Relations which had taken part in wage-hour hearings on the subject [BROADCASTING, Jan. 12, 1948].

In general, the regulations would exempt from overtime pay all radio employes functioning as "masters of ceremonies; playing dramatic, comedy or straight parts in a program; interviewing; conducting farm, fashion and home economics programs; covering public events such as sports programs in which the announcers may be required to 'ad lib' and describe current changing events; and acting as narrator and commentator."

Under the Fair Labor Standards Act certain types of employes such as executive, administrative, professional and outside selling employes, have been exempt from overtime provisions. The new proposals redefine and clarify the job content of these exemptions.

Richard P. Doherty, director, NAB Employe-Employer Relations Dept., had appeared before the Wage-Hour Div., flanked by Robert T. Mason, WMRN Marion, Ohio; Merrill Lindsay, WSOY Decatur, Ill.; J. Allen Brown, former NAB small markets director, and Ivar H. Peterson, former NAB attorney.

It was stated at NAB that the report accepts the principle that many types of special announcing are professional. A sportscaster or farm director apparently will be exempt so long as his duties conform to those usually ascribed to such employes and as long as he fulfills the other administrative requirements.

The proposed rules contain another feature of interest to broadcasters. This is the requirement that an employe must receive at least $75 a week before being eligible for classification as exempt, compared to the former $200 per month salary. This readjustment in minimum salary also applies to administrative employes. The minimum for executive or supervisory personnel is raised from $30 to $55 per week.

In its report, the Labor Dept. noted:

> The determination of the exempt or nonexempt status of radio announcers as professional employes has been relatively difficult because the radio broadcasting industry is comparatively new in the field of entertainment and because of the merging of the artistic aspects of the job with the commercial. The problem has been complicated also by the novel system of payment for work performed by radio announcers. This is the 'talent fee' basis of payment under which sponsors of radio programs pay special fees for the services of announcers whose special announcing talents they particularly desire. . . .
>
> Work such as giving station identification and time signals, announcing the names of programs, and similar routine work is nonexempt work. In the field of radio entertainment as in other fields of artistic endeavor, the status of an employe as a bona fide professional under the regulations is in large part dependent upon whether his duties are original and creative in character, and whether they require invention, imagination or talent.
>
> The testimony indicated quite clearly that no general conclusion could be reached that all announcers are exempt, or that all are nonexempt. It is apparent that there is considerable variation in the type of work performed by various radio announcers, ranging from predominantly routine to predominantly exempt work.
>
> The wide variation in earnings as between individual radio announcers, from the highly paid 'name' announcer on a national network who is greatly in demand by sponsors to the staff announcers paid a comparatively small salary in a small station, indicates not only great differences in personality, voice and manner, but also in some inherent special ability or talent which, while extremely difficult to define is nevertheless real. The determination of whether a particular announcer is exempt as a professional employe must be based upon his individual duties and the amount of exempt and nonexempt work performed, as well as his special compensation.

COST OF DST

Networks Spend Half-Million

THE FOUR major networks spent more than half a million dollars during the summer to operate delayed broadcast schedules in accommodation of Daylight Saving Time, BROADCASTING learned last week.

A survey of the four networks showed they spent a total of $583,000 to organize and operate their systems of recorded repeats to insure the arrival of programs at accustomed hours despite the hodge-podge of summer time zones.

All four used repeat broadcasts for the bulk of their programming, each setting up several central points where broadcasts were recorded and then played back to Standard Time zone areas.

The estimated cost covered equipment, line charges and salaries of personnel involved in the repeat operations. The costs were borne by the networks and not passed on the sponsors.

Reinsch Operation

J. LEONARD REINSCH, managing director of the James M. Cox stations and former Presidential radio advisor, entered Emory U. Hospital, Atlanta, last week for an emergency appendectomy on Monday. He was reported to be recovering very well and was to return to his home in Atlanta over the weekend where he will rest for one or two weeks. The Cox stations include WSB Atlanta, WIOD Miami and WHIO Dayton, Ohio.

U.S. PROBES COPY

Rhodes, Dolcin Involved

A TWO-and-a-half million dollar advertising campaign by Rhodes Pharmacal Co., pushing its medicinal preparation, Imdrin, through radio and other media, is currently coming under the watchful eye of certain government agencies, including the Federal Trade Commission.

The company, with headquarters in Cleveland, Ohio, had authorized its agency, O'Neil, Larson & McMahon, to prepare a series of radio interviews dealing with rheumatism and arthritis. The interviews conclude with statements by local announcers directing listeners to local drugstores for purchase of Imdrin, described as an aspirin product with buffer.

Early this month the agency wrote drugstore managers that they could ring up "the fastest, greatest drugstore profits the trade has ever seen" through the exclusive radio tie-in with Imdrin's "unprecedented" campaign. It reported a sale of $5 million in ten months. One druggist in each community would be offered the radio tie-in, paying only 50% of the local rate, with Rhodes Pharmacal paying the balance.

The complaining agencies, in addition to FTC, are the U. S. Post Office Dept. and the Food & Drug Administration, though the Post Office declines to divulge details until final action is taken. Hearing was set by the FTC for Sept. 30 in Washington.

FTC charged misrepresentation in broadcast and published advertisement by Rhodes Pharmacal Co. of the therapeutic properties and effectiveness of Imdrin. Sales during the last quarter of 1948 totaled over $250,000, according to the complaint directed at J. Sanford Rose and Jerome H. Rose, officers of the firm.

Broadcast continuities were placed by the agency prior to Sept. 1, 1948, on a number of stations including: WJJD Chicago; WHN (now WMGM), WPIX (TV), WOV, all New York; KWTO Springfield, Mo.; KWKH Shreveport, La., and WWVA Wheeling, W. Va.

Meanwhile the Post Office Dept. is known to have issued a complaint charging Imdrin with using the mails for coupons, urging users to purchase Imdrin from drugstores or send coupons to certain chain stores.

Food & Drug Administration has entered the picture on grounds label advertising was misleading.

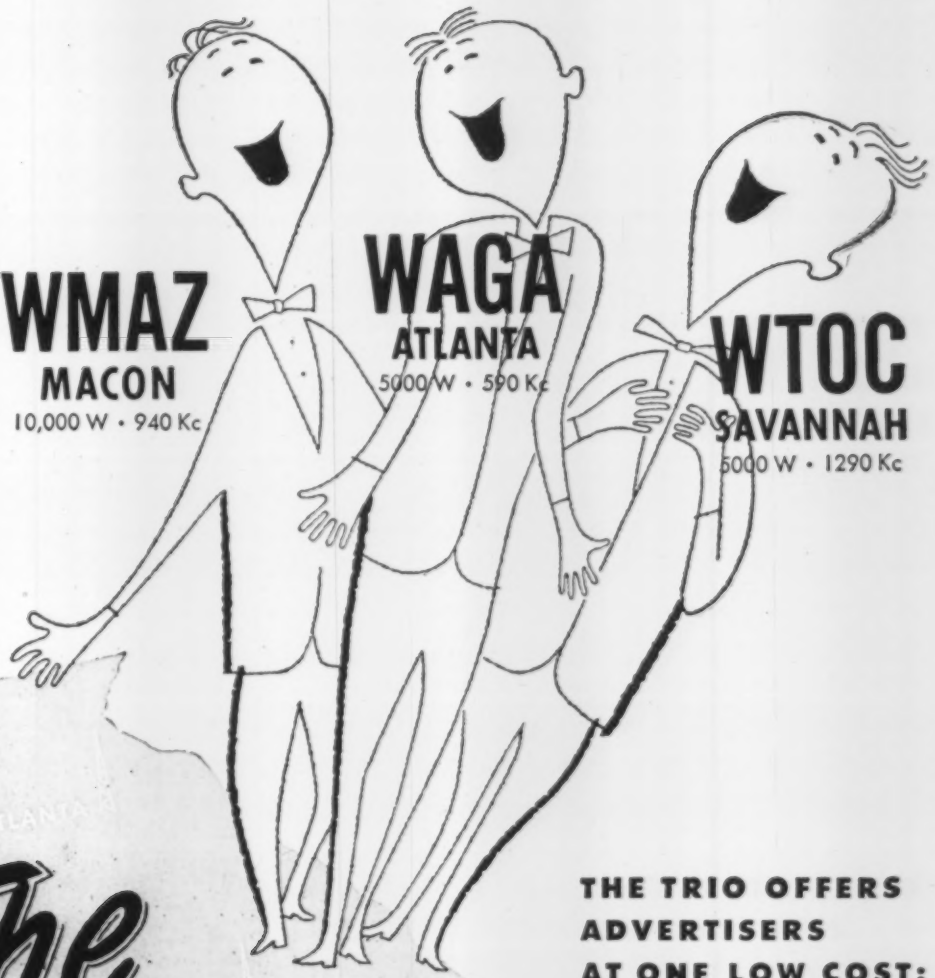
FTC also lodged a complaint against the Dolcin Corp., New York, charging false and misleading advertising of another medicinal preparation, Dolcin.

Broadcasts cited were those appearing on Don Lee Network: WOR New York; WFIL and WPEN Philadelphia; WGN Chicago; WTAC Worcester, Mass.; WOL Washington; WIND Gary, Ind.; KMA Shenandoah, Iowa; WTCN Minneapolis, WJR Detroit.

Drawn for BROADCASTING by Sid Hix

"Twice a year the traffic department gets that patented 'daylight time change' look."

Only a combination of stations can cover Georgia's first three markets



The Georgia Trio

The C.B.S. Affiliates in GEORGIA'S First 3 Markets

WAGA ATLANTA · WMAZ MACON · WTOC SAVANNAH

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

- Concentrated coverage
- Merchandising assistance
- Listener loyalty built by local programming
- Dealer loyalties

— in Georgia's first three markets

Represented, individually and as a group, by

THE KATZ AGENCY, INC. New York · Chicago · San Francisco · Dallas · Atlanta · Detroit · Kansas City · Los Angeles

RADIO-TV WEEK

Advertising Material Issued by RMA

ADVERTISING material to be used during National Radio and Television Week Oct. 30-Nov. 5 has been sent to newspapers as well as radio dealers by the special committee of the Radio Mfrs. Assn. handling the annual project.

W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA committee, said full-page advertising mats have been prepared and will go out next week. Explanatory letters are included for newspaper advertising managers. NAB will provide radio and TV stations with a series of announcements promoting the week.

Television for the first time gets full recognition in the 29th radio anniversary celebration. Another new feature will be Canadian participation.

The RMA Advertising Committee, headed by Stanley H. Manson, Stromberg-Carlson Co., developed three themes for the advertisements. First, for TV areas only, is, "See—and hear the world of talent brought to your home by television." Second, where both TV and broadcast facilities are available, carries the slogan, "A radio for every one . . . television in every home." It is supplemented by the message, "Enjoy the greatest array of talent you've ever heard—or seen."

Third slogan, featuring FM, AM and phonograph combinations, has this slogan, "A radio for every room—a radio for everyone—everywhere." With the slogan goes the message, "Listen, enjoy the world's greatest talent—with a new, finer radio—today."

Dealers will be supplied poster reproductions of the advertisements, which depict families and groups enjoying radio or television, or phonograph music. Listeners are urged to hear and see the greatest programs in industry history.

Mr. McGill said National Radio and Television Week offers retailers a chance "to improve their public relations along with their sales and to become closely identified with community organizations and activities. Dealers who have taken advantage of this opportunity in the past have been rewarded in both increased goodwill and sales."

Members of the RMA Radio & Television Week Committee, besides Chairman McGill, are L. E. Pettit, General Electric Co.; H. F. Guenin Jr., RCA Victor Div.; E. L. Redden, Motorola Inc.; James D. Secrest, RMA public relations director.

Le Wald to Weintraub

CURTIS C. Le WALD, former account executive and copy writer with Campbell-Ewald Co., BBDO, Ruthrauff & Ryan and Lawrence Fertig & Co., has joined the William H. Weintraub Agency as manager of its Willow Run, Mich., office and resident account executive on the Kaiser-Frazer account.

First 15 Program Hooperatings—Sept. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooper	Year Ago: Hooper	+or—	Po:
Radio Theatre	153	Lever Bros. (JWT)	13.8	13.7	+0.1	2
My Friend Irma	150	Pepsodent Div.-Lever Bros. (FC&B)	13.2	11.1	+2.1	5
Godfrey's Talent Scouts	154	Lipton Co. Div.-Lever Bros. (Y&R)	12.9	12.1	+0.8	3
Suspense	169	Electric Auto-Lite Co. (N-E)	12.0	10.0	+2.0	11
Big Story	162	American Cigarette & Cigar (SSC&B)	11.8	8.1	+3.7	24
Mr. District Attorney	160	Bristol-Myers (DC&S)	11.6	9.8	+1.8	13
Mr. Keen	149	Whitehall Pharmacal (Murray)	11.3	10.2	+1.1	10
Horace Heidt	172	Philip Morris (Biow)	11.2	9.3	+1.9	17
Mystery Theatre	150	Sterling Drug (D-F-S)	10.9	8.6	+2.3	22
Bob Hawk	160	R. J. Reynolds Tobacco (Esty)	10.8	6.7	+4.1	40
Mr. & Mrs. North	151	Colgate-Pal.-Peet (S&M)	10.6	8.2	+2.4	23
Curtain Time	145	Mars Inc. (Grant)	10.5	3.9	+6.6	75
Mr. Chameleon	139	Sterling Drug (D-F-S)	10.4	5.0	+5.4	62
Fat Man	217	Norwich Pharmacal (Gumbinner)	10.3	9.4	+0.9	16
Crime Photographer	148	Philip Morris (Biow)	10.1	9.6	+0.5	14
First Nighter	58	Campana Sales (W-F-H)	10.1	—	—	—

Top 10 Program Hooperatings—Sept. 15 Report

When Girl Marries	77	General Foods (B&B, Diamond Salt; Y&R, Calumet & Swansdown)	6.5	6.1	+0.4	1
Our Gal, Sunday	84	Whitehall Pharmacal (Murray)	5.9	5.4	+0.5	5
Arthur Godfrey (10:30-11:30) (10:30-10:45, 5.6) (10:45-11, 4.6) (11-11:30, 6.6)	170 169 174	Gold Seal Wax (C-M) National Biscuit (M-E) Liggett & Myers (N-E)	5.9	5.0	+0.9	15
Aunt Jenny	79	Lever Bros. (R&R)	5.9	4.9	+1.0	16
Romance of Helen Trent	85	Whitehall Pharmacal (Murray)	5.9	4.8	+1.1	17
Big Sister	93	Procter & Gamble (Biow, Spic & Span; Compton, Ivory)	5.8	5.7	+0.1	3
Ma Perkins	95	Procter & Gamble (D-F-S)	5.8	6.0	—0.2	2
Pepper Young's Family	153	Procter & Gamble (P&R)	5.7	5.3	+0.4	10
Portia Faces Life	89	General Foods (B&B, Post's Bran Flakes; FC&B, Instant Postum)	5.6	5.5	+0.1	4
Young Widder Brown	146	Sterling Drug (D-F-S)	5.5	5.1	+0.4	12

FORT INDUSTRY

Executives Buy Stock

EXECUTIVES of the Fort Industry Co. now share in company operations as full-fledged stockholders, under a plan of recapitalization announced by George B. Storer, president and majority stockholder.

In announcing the stock sale, Mr. Storer said the owners decided to give operating partners the opportunity to "became shareholders "in recognition of the splendid job" they have performed over the years and as "a further incentive to all the executives. . . ."

Citing added responsibilities of television and recent acquisition of newspapers at Miami Beach, Fla., Mr. Storer said the company feels "our executive and management personnel should share with us in the growth and expansion of this newest scientific marvel in the field of mass communication—television —as well as in the development of the newspapers."

Under the recapitalization plan, participants acquire not only common but also preferred shares in the firm which were declared as a dividend to common stockholders at the time of the common purchase.

Those executives who have taken advantage of the plan by becoming shareholders in the company, in addition to Mr. Storer and J. Harold Ryan, senior vice president and treasurer, are: Lee B. Wailes, John B. Poole, E. Y. Flanigan, William E. Rine, Allen L. Haid, J. Robert Kerns, James E. Bailey, Stanton P. Kettler, Richard E. Jones, H. A. Steensen, G. W. Harker, Glenn C. Boundy, Paul J. Miller, and Bertha C. Prestler.

Fort Industry operates AM s tions: WSPD Toledo, Oh WWVA Wheeling, WMMN Fa mont, W. Va.; WLOK Lima, Oh WAGA Atlanta, Ga.; WGBS ami, Fla., and WJBK Detroit. each of these cities, except Fa mont, FM stations are owned a operated by the firm in associat with the AM outlets. In Tol Detroit and Atlanta, Fort Indus operates TV stations. Other terests are newspapers in Mi Beach and Coral Gables, Fla., a The Standard Tube Co., Detroit

WNOE GETS CP

For 50 kw Operat

WAY was cleared by FCC l week for issuance of the constr tion permit which it had gran last January to WNOE New leans for switch from 250 w 1450 kc to 50 kw day, 25 kw ni on 1060 kc, directional night.

In granting the permit, FCC conditioned its issuance u WNOE's securing approval f the Civil Aeronautics Adm. for proposed transmitter site and upon modifying an agreem with Coliseum Place Bap Church to comply with the C mission's new rules banning tain time-reservation contract station sales.

WNOE secured the CAA proval in April, FCC reported, this month was able to work mutually satisfactory modifica of its contract with the ch which would meet the FCC's sti lation. The pact was drawn u 1941 and had called for reserva of certain time for .

WOC FIRST IN THE QUAD Cities

DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE

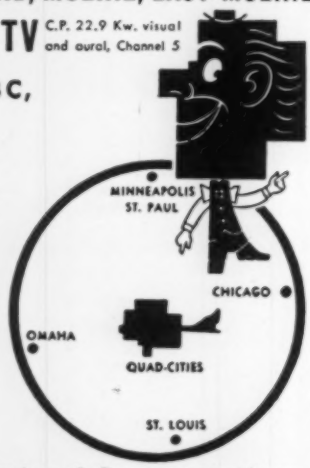
AM 5,000 W 1420 Kc. FM 47 Kw. 103.7 Mc. TV C.P. 22.9 Kw. visual and aural, Channel 5

Basic Affiliate of NBC, the No. 1 Network

Monday through Sunday . . . morning, afternoon, evening . . . WOC Hooper Ratings average as much as 5.9 points higher than the national averages for the same programs. That's the story told by the last Fall-Winter Quad-City and Comprehensive Hooper Reports. Thus WOC gives NBC Network and spot advertisers bonus audiences in this wealthy industrial area . . . proof of the listener-loyalty that makes WOC the Quad-Cities' FIRST station.

Col. B. J. Palmer, President
Ernest Sanders, Manager

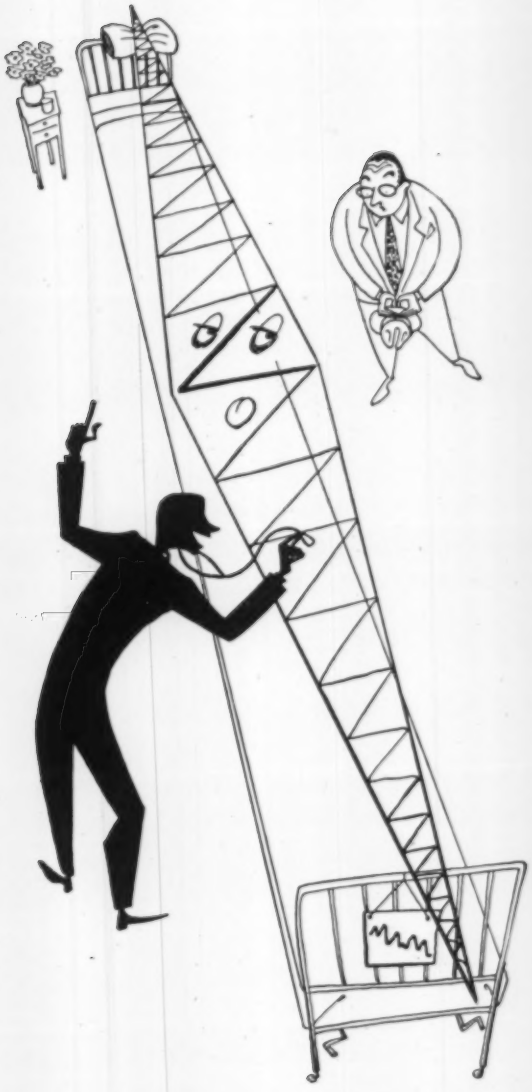
DAVENPORT, IOWA



FREE & PETERS, INC., National Representatives

Then Jamison said . . .

"You need Weed, Sir!"



At lunch the other day our man Jamison met a very worried station manager. In advertising's best anonymous tradition we will call him Station Manager A.

"I hear a lot of talk these days about economic recession," Manager A was saying. "I don't necessarily believe it, but I hear it. I hear that the honeymoon is over, that the buyer's market has arrived, and that advertisers are getting more careful every day about how they spend their appropriations."

"True in part," said Mr. Jamison. "But let's look at the bright side. The fact that both buyers and advertisers are becoming more careful *improves* your competitive position. You have a good station in a good market. And Spot Radio, the major product you have to sell, is admittedly one of the most economical and profitable forms of advertising ever devised. It is the medium smart advertisers prefer when they want to pinpoint their markets and avoid all waste circulation."

"Then why is my station losing money?" the manager asked.

"If you don't mind my saying so," Jamison replied, "you are improperly represented. Spot Radio should be sold as carefully as it is used . . . You need Weed, sir!

"I have been employed by this fine organization for some time. We are doing more business for *all* of our clients than ever before. And there's no reason why we can't do the same for you."

Weed and company

radio and television station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood

IT'S 9:30 A. M.: Saturday: The doors of WRVA's 1300-seat theatre open to admit housewives. Each one writes the name of her grocer on a card and may get a sample of your product or watch your own demonstrator.

IT'S 10:00 A. M.: WRVA's handsome News Editor, George Passage, conducts the warm-up. Housewives are called up to the fully-equipped kitchen on the stage to tell all about themselves. They get a basket stacked with samples of each sponsor's product: Plus a sales talk.

IT'S 10:15 A. M.: One lucky housewife wins the quiz that makes her the owner of a brand new modern kitchen sink.

IT'S 10:30 A. M.: "Calling All Cooks" is on the air with George Passage as emcee. He quizzes a group of chosen housewives on homemaking and homedoings. With loads of laughs and lots of prizes for everybody . . . watches . . . fountain pens . . . clothing, etc. Plus a basket of groceries.

All This . . .

IT'S 10:30 to 11:00 A. M.: Each participant mentions the name of her grocer on the air. And early Monday morning he gets a dollar bill in his mail. With it is a card saying the dollar comes with the compliments of the "Calling All Cooks" sponsors . . . all named. The flood of dollar bills is an introduction for your salesman.

IT'S 11:00 A. M.: The on-the-air show is over, but the program lingers on. George Passage and WRVA's home economist, Harriett Allen, show off the sponsors' products. Some are cooked right on the stage. Others are demonstrated at the same time, housewives get an opportunity to win a radio . . . or a washing machine . . . or an ironer.

IT'S 11:45 A. M.: The show is almost over. But not before the theatre audience marches up to the stage to sample the cookery. And to ask all the questions they want of homemaking expert Harriett Allen.

XUM

and the Kitchen Sink too!

Buy a participation on "Calling All Cooks"—WRVA's big new quiz and prize show for housewives aired from 10:30 to 11:00 Saturday mornings—and you get everything but the kitchen sink. *That goes to a lucky housewife!*

It's much, much more than you bargain for, too. Because you pay a surprisingly low cost for a participation on a half-hour broadcast. And you get two hours and fifteen minutes of product-pushing performance. As you can see, from 9:30 a.m. to 11:45 a.m., your product is made an important part of the show—before it goes on the air . . . while it's on the air . . . and after the broadcast. All adding up to lots of mentions and lots of sales . . . with a *Grocer Promotion* that makes *Your Salesman Welcome in His Store!*

To take advantage of all the sales opportunities that come with "Calling All Cooks," call us or Radio Sales. We'll show you how it can cook up big returns for you in a $1,412,700,000† market where 434,253 radio families* live and listen most to 50,000-watt WRVA.

† *Sales Management Survey of Buying Power, May, 1949*
* *50-100% BMB Daytime Audience Area*

Richmond and Norfolk, Virginia
Represented by Radio Sales

WRVA

Editorial

Facing Agency Facts

THERE'S nothing better for the soul, whether it be personal or corporate, than a frequent appraisal by a frank and sincere friend. Such a friend is Art Lund, Campbell-Mithun radio director, who buys millions in time every year. Mr. Lund is strategically located for the role of critic and counselor of broadcasters.

Mr. Lund told NAB District 11 broadcasters—and some of their ears are still burning—just what's wrong with a lot of time peddlers (see his article on page 26). At first thought it seems incredible that trained salesmen would attempt to foist phoney or ill-planned arguments on skilled men whose business it is to get results from the money put up by sponsors. Yet Mr. Lund is sometimes forced to spend part of his busy day listening to silly salesmanship.

Having cited some of the station abuses that come his way, he proceeds to lay down a set of standards for salesmen and explain just what an agency expects from those who would help it sell goods. And he makes it quite clear that the agency must allocate its clients' funds to get the best results.

Every good sales manager—and station manager, too—should know exactly what factors influence an agency in buying time. But a refresher course can't do any harm and probably can do a lot of good.

Mr. Lund, recalling that radio has sold billions in goods and services, is convinced it will sell billions more in the future—"television notwithstanding." He has one basic plea, and it's a timely one as the selling business becomes tougher—"Let's make it better than it is."

Radio's Hen & Egg

IN THESE days of hard grubbing for new business, radio is overlooking an opportunity in its own back yard.

Radio manufacturing is big business. Last year the volume in sets, tubes and parts totalled in the neighborhood of three-quarters of a billion dollars. This year, spurred largely by television, it may exceed $1 billion.

In the trade it is estimated that consumer advertising may be allotted up to 10% of sales. In many cases funds set aside by the wholesaler and manufacturer are matched by the dealer to create an advertising budget on what amounts to a dealer co-op basis.

If all dealers took advantage of these various cooperative arrangements between $60 and $70 million would be available to exploit set sales. But of this total last year perhaps 90% went to the printed media—mainly newspapers. Radio got most of the niggardly balance.

A shocking story?

There must be reasons. For one thing, dealer-co-op advertising is made easy for the newspapers. Copy, via mat service, is prefabricated by the manufacturer or his agency. It is placed in local papers with a minimum of production effort on the part of the distributor and his dealers.

Newspaper display probably can never be replaced by radio. But radio can capture more than the pittance it is getting, just as it has made inroads, however slight, into department store advertising. It has pitched for it.

How better to sell radio than *via* radio? What better way could there be to reach television prospects than through aural radio?

The story is a natural. First the mat habit must be overcome. Not much has been done to buttress the truism that the broadcaster (and telecaster) creates the market for the manufacturer, and that the latter constitutes the circulation department for the broadcaster.

Improvement and expansion of programming would stem from new money from the manufacturers. And these programs, on the local, spot and network level, would help create new audience incentive and stimulate set sales.

There's a job to be done. It should be down the alley for the Broadcast Advertising Bureau, which already is getting off to an auspicious start under the inspired direction of Director Maurice B. Mitchell.

Room To Grow

CURRENT EFFORTS to secure additional television channels in the VHF region [BROADCASTING, Sept. 19] deserve—indeed, demand—the active support of all those interested in the development of television. For therein may be a key to solution of one of the toughest of all the complex problems to be faced in the television hearings which FCC opens today.

There can be no doubt that FCC was forced into its decision to explore, at this time, the prospects for immediate use of the UHF band. Twelve VHF channels simply aren't enough to meet demand. It is equally apparent, in the opinion of the experts, that any comparison between VHF and UHF, so far as immediate operation is concerned, is strictly no contest at this stage of the art. Even after years of use, all the vagaries of the VHF are not fully known, else there would be no question of new standards in the current proceeding. By comparison, there has been only scant experimentation in the UHF.

Those behind the most recent research for new VHF channels hope to postpone the move into the UHF until a great deal more can be learned about that upper region. They think a half-dozen or more new channels in the vicinity of the present 12 would meet the demand satisfactorily for several years. FCC obviously is thinking in larger figures; it proposes to open up 42 channels above 470 mc.

We don't profess to know the answer. We are confident, however, that the well-placed but as yet anonymous government engineers behind the current search are looking in the right direction. For their eyes are focused on those seemingly sacrosanct chunks of spectrum assigned to (but not always used by) government agencies, including the military.

We have argued repeatedly that government should be required to justify its own demands for spectrum space just as explicitly as non-government users. Its requests are handled perfunctorily by the Interdepartment Radio Advisory Committee, nominally recommending to the President. We can see no justification for such a rubber-stamp operation.

There is much talk about economic use of the spectrum. Yet government agencies, including the military, are permitted to pre-empt precious frequencies and sit on them, seemingly according to whim, while other services go begging. The military's stock argument that it may need its unused space in time of emergency is hardly valid. There is no question of the government's right to recall frequencies in such times, nor of radio's cooperation.

Past failures to pry loose some of these government frequencies should not deter the current attempts. Obviously a strong and concerted effort is required. It should be made with all the support that can be rallied. All that radio and television want is a fair shake. It is a cause which should be carried squarely to President Truman if necessary.

Our Respects To —

MARSHALL NORTHWAY TERRY

PERSEVERANT DABITUR, rough translated, means "we succeed through perseverence" and therein lies the secret of the success of Marshall Northway Terry whose family motto it is.

Mr. Terry, vice president in charge of Crosley Broadcasting Corp.'s three video stations WLWT Cincinnati, WLWD Dayton and WLWC Columbus, has embarked on a career which to a man of less stamina would seem like one of hyperthyroid activity.

Born in Cleveland 47 years ago, Marshall Terry started his business career at the ripe old age of eight. His first venture was a "water-route." After school and during summer vacations for four years he filled bottles with the clear spring water from Rockefeller Park and sold it to "steady customers" for a dime a gallon.

His next job was delivering groceries for the neighborhood store and from this he graduated to selling Elwell brushes door-to-door. His phenomenal success in sales of the humble duster evoked favorable comment from Elwell officials.

Young Terry received much of his inspiration from tales told to him by his Uncle Marshall Terry, who had risen from an Ohio farm boy to the post of New York State surgeon-general. Uncle Marshall counted as friends such men as Henry Ford and Teddy Roosevelt and told great stories about hard work and perseverance being the keys to success.

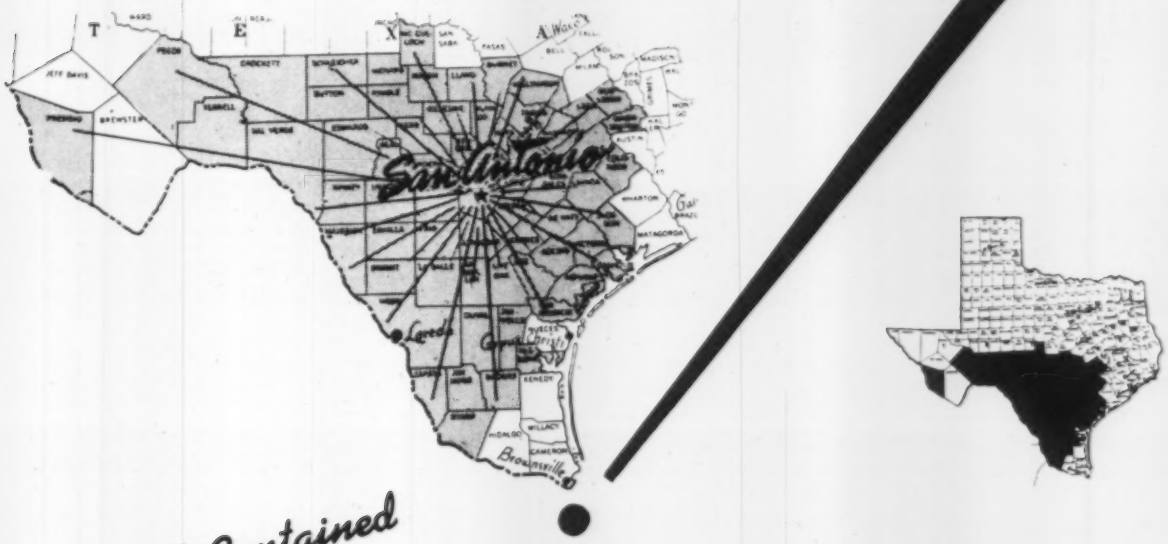
Grandfather Elisha Bigelow Northway was another source of family inspiration for Young Terry. Grandfather Northway was a schoolteacher but when illness left him deaf he successfully invaded the piano sales field. "That old fellow could do anything," says Mr. Terry with great respect and awe. In northern and eastern Ohio the Northways outnumber the other citizens about five to one. "Why," says Marshall Terry, "there was an entire troop in the war between the states made up entirely of Northways."

Forsaking groceries and brushes for an industrial career, Mr. Terry worked summers for the Nickel Plate Railway, checking freight cars, and for the Jordan Motor Co., assembling brakes. During the declining years of World War I he stamped out three inch shells at the Cuyahoga Stamping Co., in his home town.

Mr. Terry's colleges were Yale and Kenyon; he holds a Ph.D. from the latter. At Kenyon he sang a creditable baritone in the Glee Club and was at home on the theatre stage as well. His first post diploma job was as ad salesman for the *Cleveland News*. Later he joined

(Continued on page 58)

MOST ECONOMICAL MEANS OF SELLING MORE MERCHANDISE TO MORE PEOPLE . . . IN THIS



Self-Contained BILLION-DOLLAR MARKET!*

IT'S IMPORTANT that you consider these 65 South Texas counties as one, single, solitary market! That's what they ARE!

For food, clothing, general merchandise . . . for a thousand daily needs . . . people in this self-contained segment of Texas rely for distribution upon a single great city — San Antonio!

Just as San Antonio's lifelines of commerce flow forth in all directions, so does the penetrating signal of clear-channel WOAI. In these 65 counties, WOAI delivers a smashing 50 to 100% BMB Primary audience — BOTH DAY AND NIGHT!

According to C. E. Hooper's "Listening Area Coverage Index" of Fall 1948, WOAI takes you into more homes in these 65 counties than any other station . . . more by 2 to 1 in Daytime . . . more by 3 to 1 at Night.

Boasting 316,700 BMB 1949 Radio Families, the 1,337,500 people who make up this Self-Contained market rang up Retail Sales last year totaling well over $1,000,000,000!* Up 13.8% over the previous year!

Lassoed into a single, Billion-Dollar market . . . served by the single city of San Antonio . . . and by a single, clear-channel station, WOAI!

That's the story of these 65 self-contained counties. And, that's why advertisers acclaim WOAI as the "most economical means of selling more merchandise to more people who live, work and play in them!"

*Copr. 1949, Sales Management Survey of Buying Power; further reproduction not licensed.

WOAI San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston

J. H. Greenwood
Station WCAE
Pittsburgh, Pa.

"..we consider it the best!"

VARIABLE RELUCTANCE CARTRIDGE

SEE PAGE 41

There's a New Bold Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK **WHBC** CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

PACIFIC NIELSEN-RATINGS

(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
JULY 1949

Current Rank	Program	NIELSON-RATING * —Current Rating— Homes (000)	%	Points Change
EVENING, ONCE-A-WEEK				
1	Philip Morris—Horace Heidt	584	13.1	—0.7
2	The Whistler	548	12.3	—5.5
3	Henry Morgan Show	530	11.9	—
4	Fat Man	521	11.7	+1.0
5	Original Amateur Hour	517	11.6	—3.8
6	Adventures of Sam Spade	513	11.5	—7.9
7	Mr. and Mrs. North	513	11.5	+1.8
8	This Is Your F.B.I.	508	11.4	+0.5
9	Mystery Theatre	504	11.3	+2.2
10	Big Story	481	10.8	+3.0
11	Grand Ole Opry	472	10.6	+1.0
12	First Nighter	468	10.5	+0.8
13	Mr. District Attorney	468	10.5	—1.7
14	Life in Your Hands	468	10.5	—0.2
15	Inner Sanctum	464	10.4	—2.9
16	Mr. Keen	455	10.2	—1.6
17	King's Men	455	10.2	—2.7
18	Crime Photographer	446	10.0	+0.3
19	Curtain Time	446	10.0	+0.8
20	Break the Bank	437	9.8	+1.0
EVENING, MULTI-WEEKLY				
1	Lone Ranger	334	7.5	+1.0
2	Supper Club	290	6.5	—0.9
3	News of the World	276	6.2	—1.3
WEEKDAY				
1	Backstage Wife	406	9.1	—1.0
2	Stella Dallas	388	8.7	—0.4
3	Lorenzo Jones	383	8.6	—0.8
4	Young Widder Brown	379	8.5	—1.5
5	When a Girl Marries	370	8.3	—1.8
6	Right to Happiness	365	8.2	—1.4
7	Pepper Young's Family	361	8.1	—1.2
8	Welcome Travelers (2nd Qtr. WK3)	348	7.8	—
9	Portia Faces Life	339	7.6	—1.2
10	Welcome Travelers (1st Qtr. WK3)	339	7.6	—
11	Guiding Light	325	7.3	+0.9
12	Perry Mason	325	7.3	+1.0
13	Just Plain Bill	321	7.2	0.0
14	Young Dr. Malone	308	6.9	+0.4
15	Our Gal, Sunday	308	6.9	+0.5
DAY, SATURDAY				
1	Grand Central Station	486	10.9	+0.5
2	Armstrong Theatre	472	10.6	+2.3
3	Stars Over Hollywood	437	9.8	+0.4
DAY, SUNDAY				
1	Stop the Music (4th Qtr.)	348	7.8	+2.5
2	Stop the Music (2nd Qtr.)	334	7.5	+2.7
3	Stop the Music (3rd Qtr.)	321	7.2	+0.8

Copyright, 1949, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "Nielsen-Rating" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.
* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LIQUOR ISSUE

Lands Back in Congress

TREASURY DEPT., whose Alcohol Tax Unit supervises administration of the Federal Alcohol Administration Act on liquor advertising has officially thrown the issue of advertising on stations and networks squarely back at Congress, it was confirmed last week [CLOSED CIRCUIT, Sept. 19].

Treasury Secretary John Snyder reportedly advised Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee whose previous letter inspired the reply, that the department felt it was a matter for Congressional jurisdiction. Further, the department declined comment on the merit of the proposals advanced by the Commerce chairman to curb liquor licensees contemplating radio-TV advertising. Sen. Johnson had urged the Tax Unit to use "moral suasion" if necessary. A bill (HR 6111), introduced last month by Rep. Fred Crawford (R-Mich.) to amend the Federal Alcohol Administration Act, currently is pending before the House Interstate Commerce Committee [BROADCASTING, Aug. 29].

WASH Grid Plans

NINE leading collegiate football games and all the Baltimore Colts professional games will be carried play-by-play by WASH (FM) Washington, starting with the Navy-Princeton game Oct. 1. Five Navy games, Yale-Harvard, Pennsylvania-Columbia, Pennsylvania-Virginia and Penn-Cornell will be broadcast.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

BOSTON REC

Record Attendance for Meet

RADIO EXECUTIVES CLUB of Boston started its 1949-1950 season with a record turnout of over 75 members at the first session Sept. 14, presided over by Craig Lawrence, general manager of WCOP Boston and president of the club.

Rudolph Bruce, advertising manager of New England Coke Co., was appointed chairman of the permanent committee on rules after his report for the special committee on organizations and elections was adopted. Rule committee members also include Wilbur S. Edwards, assistant general manager WEEI (CBS) Boston; A. M. Morgan, general manager WLYN Lynn; Hervey Carter, manager WMUR Manchester, N. H., and Harvey P. Newcomb, Harry M. Frost Co.

Other committees named: Membership—Bertha Bannan, chairman, assisted by James Asher, WJDA Quincy; Paul Eaton, H. P. Hood & Sons; Helen Horrigan, Chambers & Wiswell; Gerald Harrison, WMAS Springfield; Creighton Gatchell, WGAN Portland; A. F. Johnson, A & P Tea Co.; Arthur Newcomb, WOTW Nashua, N. H.; Charles W. Morse, Doremus & Co., and Connie Stackpole, WEEI.

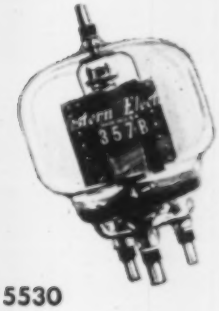
Program, C. Herbert Masse, WBZ-WBZA Boston-Springfield sales manager; Paul Belaire, WBKA Brockton; Sally Larkin, H. B. Humphrey Co.; H. Roy Marks, WEEI; Harvey P. Newcomb; John C. Nicodemus, Kennedy's Inc., and Paul Perreault, WTAO Cambridge.

Publicity, Marie H. Houlahan, WEEI director of publicity and public relations, chairman; Beryl Kimball, director of advertising, Boston Consolidated Gas Co.; Claire Crawford, WNAC Boston sales; Arthur Haley, WBMS Boston sales; Warren Journay, manager WFEA Manchester, N. H.; Paul Provandie, Hoag & Provandie Inc.; Bob Kimel, promotion manager WHAV-FM Haverhill, and Mitchell F. Stanley, WWON Woonsocket, R. I. Reception committee includes Gerald Kirby of WEEI sales and Connie Stackpole.

Barton Joins WARE

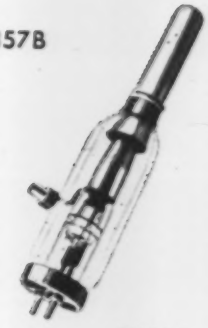
CHARLES W. BARTON, brother of Bruce Barton, New York advertising executive, has been appointed national advertising sales manager of WARE Ware, Mass. A veteran of World War I, Mr. Barton is a former newspaper owner and reporter.

343A



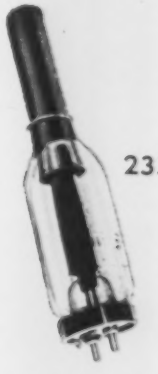
5530

357B



232B

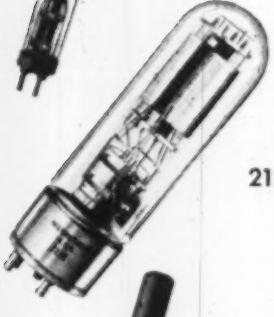
342A



233A

298A & B

Western Electric Power Tubes for AM and FM



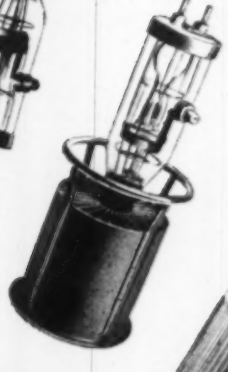
212E

WHETHER your station operates on low power or high power, AM or FM, you'll find the tubes you want in Western Electric's line.

Always known for long service life and top quality performance, these broadcast power tubes and rectifiers—all engineered by Bell Telephone Laboratories—are now being made for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

Look over the listing of types below—and for further information, call your local Graybar representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

220C



343AA

5541

251A

Western Electric

—QUALITY COUNTS—

Distributed by Graybar — Offices in 100 Principal Cities

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA—Northern Electric Co., Ltd.

Western Electric's line of high power transmitting tubes includes:

212E	Air cooled triode, 275 watts
220C	Water cooled triode, 10 kilowatts
220CA	Forced-air cooled triode, 5 kilowatts
222A	Water cooled high vacuum rectifier, 25 kv. inverse voltage
228A	Water cooled triode, 5 kilowatts
232B	Water cooled triode, 25 kilowatts
232BA	Forced-air cooled triode, 8 kilowatts
233A	Water cooled high vacuum rectifier, 50 kv. inverse voltage
236A	Water cooled triode, 20 kilowatts
240B	Water cooled triode, 10 kilowatts
241B	Air-cooled triode, 275 watts
251A	Air-cooled triode, 1000 watts
270A	Air cooled triode, 350 watts
279A	Air cooled triode, 1200 watts
298A and B	Water cooled triode, 100 kilowatts
308B	Air cooled triode, 250 watts
340A	Water cooled triode, 25 kilowatts
341AA	Forced-air cooled triode, 5 kilowatts
342A	Water cooled triode, 25 kilowatts
343A	Water cooled triode, 10 kilowatts
343AA	Forced-air cooled triode, 5 kilowatts
357B	Air cooled triode vhf, 400 watts
363A	Air cooled pentode, vhf, 350 watts
379A	Air cooled triode, 1200 watts
5530	Forced-air cooled triode, vhf, 3 kilowatts
5541	Forced-air cooled triode, vhf, 10 kilowatts

Giveaway

(Continued from page 23)

networks to try to work out with the FCC the terms of such a stay. If they failed to agree on terms, Judge Rifkind would write his own.

It was while the FCC was considering a stay order submitted by the networks that the Commission came forward with its own postponement, thus rendering unnecessary not only the stay sought by the networks but even a temporary injunction.

Accordingly the networks may now proceed to the merits of their case to have the rules thrown out as unauthorized and unlawful Commission actions. When the trial will take place may depend upon how much network attorneys are occupied in FCC television hearings that begin today, but one network legal authority said he believed it possible that the trial could start before the end of October.

How much importance the networks attached to the giveaway actions could be seen in the array of legal talent present at the stay proceedings, in the character of the arguments presented there and in the affidavits filed as part of that step in the proceedings.

Alfred McCormack, of Cravath, Swaine & Moore, attorneys for ABC, started the attack on the FCC in the stay proceedings.

He said the networks challenged the power of the FCC to make the giveaway rules. He said the rules in effect would impose a censorship and a restraint on programs previous to broadcast. He charged that neither the criminal statutes nor the courts define a lottery as the FCC has done.

Mr. McCormack emphasized the technical legal point that participants in giveaway shows did not give valuable consideration in order to participate and that if there is any consideration at all, it is given after the drawing of the lot. He argued that to be a lottery, the consideration should be given for being in on the lot itself. He said there is nothing in the lottery cases to support the FCC view of consideration. (FCC Comr. Hennock, in a dissent to the giveaway rules, indicated she did not believe the legal requirement of consideration existed in the giveaway situation and that therefore the giveaway show is not a lottery.)

Cites Pending Renewals

Samuel Rosenman, former New York Supreme Court justice and a member of the CBS law firm of Rosenman, Goldmark, Colin & Kaye, also hammered away at the consideration angle and then pointed out that three CBS stations and one station owned by a CBS subsidiary would be up for license renewal Nov. 1.

"We'll be up against the gun if our status isn't decided, because if we continue broadcasting these programs without judicial approval the licenses will be denied," he said.

Mr. Rosenman contended giveaway programs were nothing new, that since 1940 many had been on the air without prosecution either by the Dept. of Justice under violation of the lottery laws or by the Post Office for unlawful use of the mails.

He called attention to a program called *Musicale*, to which he said the Post Office Dept. had given the green light although *Musicale* required the listener to do more (by way of consideration) than any show now on the air. He explained that a *Musicale* participant had to go to a store to get a bingo-type card to fill in at the time of broadcast.

He then detailed the great loss CBS would suffer if a stay were not granted. CBS has five such programs on the air, all developed at the cost of thousands of dollars and bringing in thousands of dollars of revenue, he said. These would be discontinued, their audiences lost, he said, whereas a stay would impose no such irreparable harm on either the public or FCC.

Judge Rifkind broke in to ask whether FCC had said it was banning giveaways because they were not good enough as program material.

Upon a negative answer from Mr. Rosenman and from the FCC counsel Judge Rifkind observed that the FCC might therefore be able to issue a rule against giveaways on another ground and that any stay he granted could not insure against such an eventuality.

NBC Gross Billings

Paul Williams, of the NBC law firm of Cahill, Gordon, Zachry & Reindel, astonished Judge Rifkind by announcing that NBC had gross billings of $100,000 weekly from six programs in the giveaway category. This business would be lost without a stay, said Mr. Williams, "because we wouldn't dare operate for one day unless we had permission."

In the face of the arguments of irreparable harm the networks would suffer, it became apparent that Judge Rifkind would stay the FCC. It was then that the FCC attorney, Mr. Goldman, and William J. Hickey, special assistant to the U. S. Attorney General, argued for a restricted scope of any stay to be granted.

Supporting affidavits of the networks were revelatory of the importance of giveaways to their financial structure.

For example, CBS in an affidavit signed by Joseph H. Ream, executive vice president, stated its *Hit the Jackpot* program costs its sponsor $20,000 for each broadcast and that CBS made a "substantial profit" on it.

Sing It Again, he said, is under sponsorship of Carter products effective Oct. 1, 1949 to Sept. 30, 1950 at $8,000 for each quarter-hour period, giving CBS a "very substantial profit." Carter, however, had a clause in its contract permitting it to cancel its sponsorship unless a stay in the giveaway rules was not obtained prior to Sept. 20, 1949. Presumably Judge Rifkind's clear indication only the day before that he would stay the FCC would make that clause now inoperative.

Give and Take, said Mr. Ream, was sponsored by the Toni Co., at $5,500 a broadcast, again giving CBS a "substantial profit."

Winner Take All, he went on, has been sponsored on television over CBS's own station in New York but sustaining elsewhere. Local Chevrolet dealers have been paying CBS $2,000 weekly for this show, it was said, but there was no allegation that it was rendering CBS a profit.

Altogether, CBS's investment in the programs was in the hundreds of thousands and revenue from them in the millions, he said.

ABC Files Affidavits

ABC filed affidavits signed not only by its president, Mark Woods, and its vice president, general attorney and secretary, Joseph A. McDonald, but also by Ray Vir Den, president of Lennen & Mitchell Inc., agency for P. Lorillard Co., which buys a 15-minute segment of *Stop the Music* on behalf of Old Golds, and by James M. Cecil, president of Cecil & Presbrey Inc., agency for Speidel Corp., another *Stop the Music* segmenter.

Mr. McDonald's affidavit pointed out that the threat to the network lay not only in the fact that renewal licenses could be withheld from stations broadcasting giveaway shows but that existing licenses could be revoked.

Mr. McDonald stated ABC and its affiliates obtain "large revenues" from giveaways, that such programs have wide public acceptance and that to lose, for example, *Stop the Music*, would mean loss not only of its audience but disruption of ABC's whole Sunday evening programming and make other hours on Sunday evening "less attractive to advertisers and therefore less salable."

He also said ABC has under contract at high salaries various artists and performers on the giveaways. Discontinuance of the programs would mean a big loss in that direction since such perform-

Judges for Giveaway

THE THREE-MAN statutory Federal Court which will try the giveaway cases brought by ABC, CBS and NBC in U. S. District Court, Southern District of New York, will comprise Judge Charles Clark of the U. S. Court of Appeals and District Judges Simon Rifkind and Vincent Leibell, it was announced last Thursday.

• LEADERSHIP IS EARNED • LEADERSHIP IS EARI

This is WSYR ACUSE AM • FM • TV

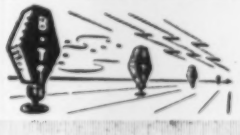
NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives

ED • LEADERSHIP IS EARNED • LEADERSHIP IS E

Milestones



► WCKY Cincinnati has celebrated its 20th anniversary. Station debuted from Covington, Ky., in September 1929. President L. B. Wilson took over active management in 1931 and moved the station to Cincinnati ten years ago. WCKY has primarily a news and music program format and is on the air 24 hours a day.

Mr. Wilson

► *Land We Live In*, sponsored by the Union Electric Co. of Missouri on KSD St. Louis, has celebrated its 12th year on the air. Show is one of St. Louis' oldest dramatic radio programs and has won many national awards.

► Party to which the public was invited was part of the festivities centering around the first birthday of *Masters' Show* on KNBC San Francisco.

► KLAC-TV Los Angeles celebrated its first year of telecasting Sept. 17.

► Hale Sparks, Columbia Pacific Network "University Explorer," has started his 17th year on the network.

ers might not be good on other programs.

Mr. McDonald also indicated that *Stop the Music* will be an important keystone in the ABC attack on the giveaway rules.

That program, he revealed, in its television version, has had the approval of the Post Office. When ABC was considering the plan of having listeners send in post cards with their names so they could be eligible for selection as participants, the network asked the Post Office whether such post cards were mailable and not in violation of the postal lottery statute. In a letter to ABC, the Post Office Dept. ruled:

"Submission of the postal cards would not be regarded as rendering matter relating to the scheme nonmailable under the postal lottery statute."

Mr. McDonald said this meant the Post Office had ruled that *Stop the Music* was not a lottery.

The ABC affidavit by Mr. Vir Den, the Lennen and Mitchell president, related briefly the history of Old Gold's sponsorship of parts of *Stop the Music*. Said he:

"At the present time, we are spending on behalf of our client, P. Lorillard Co. Inc., approximately $112,000 per month for the *Stop the Music* radio and television programs and broadcasting facilities therefor."

Cites Expenditure

He also said considerable sums had been spent in advertising and promoting the programs in conjunction with Old Gold cigarettes in other advertising media in order that the public will associate *Stop the Music* with Old Gold cigarettes.

The ABC affidavit by Mr. Cecil, president of Cecil & Presbrey Inc., told how important *Stop the Music* was to Speidel Corp., watchband manufacturers.

Mr. Cecil said Speidel had been unable to find a good means of merchandising its product because, being a small manufacturer, it could not buy network radio effectively. *Stop the Music* was then presented on a basis where the total advertising expenditure for Speidel's segment would be not more than $520,000 per year.

"No other such opportunity had presented itself to the Speidel Corp. or to Cecil & Presbrey, to enable an advertiser of limited means to successfully compete with industrial and commercial giants with multi-million dollar advertising appropriations," said Mr. Cecil.

He then went on to say that the Speidel success has boosted retail jewelry business throughout the country, boosted sales of other watch bracelet manufacturers as well as Speidel, and has given employment to Speidel's town of Providence, R. I., "a black spot" in employment. He concluded . . .

Jobs Jeopardized by Ban

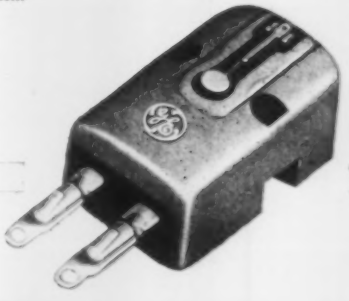
"All of these accomplishments were made possible through *Stop the Music*, and all of them would be in grave danger of falling to the ground with the banning of *Stop the Music*. In danger would be not only the jobs of the Speidel workers, the welfare of the entire watchband industry, and the welfare of 18,000 retail jewelry establishments, but far more ominous in our view, would be the nature of the blow directed against the single effective radio program, which made it possible for small business to compete successfully with big business, for the half-million dollar advertiser to compete successfully for the listeners' attention, and his patronage with the multi-million dollar advertiser."

The NBC affidavit was taken by President Niles Trammell, who stated that the network derived more than $100,000 in gross billings weekly from six giveaway programs. He, too, said NBC had spent much money, time and effort in developing new giveaways.

O. E. Vanerstrom
Station KBRC,
Mount Vernon, Wash.

Station Engineers Prefer...

William E. Moats
Station WCCP,
Savannah, Ga.



VARIABLE RELUCTANCE CARTRIDGE

Performance—not words—sells cartridges to broadcast stations. That's why you'll find so many station engineers who specify General Electric—for fine reproduction, for long life, for economy.

Stylii are available in 1, 2.5 and 3 mil radii for use with this cartridge. Sapphire $2.10; Diamond $16.50.

Compare this price with anything on the market!

Type RPX-046 Cartridge less stylus—
Net to broadcasters..... $6.87

TRANSCRIPTION TONE ARM

Especially adapted for use with the G-E Cartridge. Made of strong, feather-light magnesium. Exceptionally good when tracking old or warped records. Excellent bearings. Mounts on standard broadcast turntables.

Type FA-21-A. Net to broadcasters..... $41.00

GENERAL ELECTRIC

General Electric Company
Electronics Park—Bldg. 1, Room 1
Syracuse, New York

Please send me free bulletins with complete specifications on the G-E Cartridge and Transcription Tone Arm.

NAME.....

ADDRESS..... STATION.....

CITY..... STATE.....

Midwest Radio

(Continued from page 27)

tic, with hopes for a "better than even" break with last year. Co-owner Palmer Dragsten bases his optimism on a "harder selling attitude." At KROC Rochester, General Manager David Gentling anticipates a 20% increase above last year, with accounts out of the Twin Cities "especially active."

Crossing the Wisconsin border, Howard Dahl, head of WKBH LaCrosse, will settle for a "tie with 1948." He reports that competition in the three-station market is "very keen." Over in Green Bay, however, WDUZ, managed by Ben Laird, is locally holding to its summer level which was 20% above last year. But national spot is "only 50% of the best month in '48," he says. WMAM Marinette, to the north, is doing an aggressive selling job in both its own and the Menominee, Mich., market, with local and regional billings up 15%.

Most Competitive City

Two representatives of the big Milwaukee market—Hugh Boice of WEMP, and Charles Lanphier of WFOX, both independents—described their city as "probably the nation's most competitive." Each said he would settle for a record on a par with 1948. On the basis of the first six months of 1949, Don Wirth, vice president of WNAM Neenah-Menasha, expects the year to be 14% better. WRJN Racine has been getting windfall of national spot—15% above 1948—and is holding up local sales to a level about 3% higher, said Station Manager Harold Newcomb. At WOBT Rhinelander, General Manager Hugh Rowlands, says the year will be off only slightly despite a summer which fell 10% below last year's mark.

WHBF Prospects Gloomy

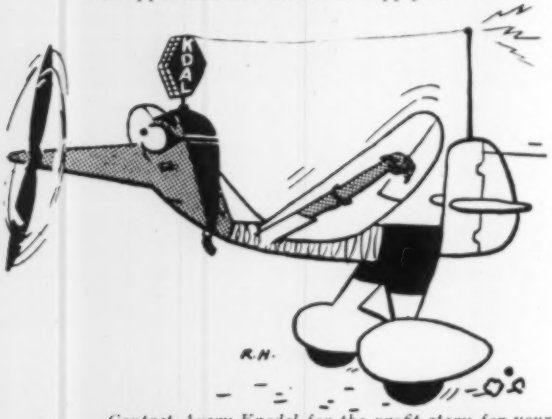
WLS Chicago will be "as good as last year," according to Treasurer George R. Cook, while Robert Burow, station manager at WDAN Danville, Ill., anticipates a 20% increase in network revenue with slightly less in local income. At WSOY Decatur, in the center of Illinois, local sales "are climbing," it was reported by General Manager Merrill Lindsay.

But over at Quad-Cities on the Mississippi, WHBF Rock Island's prospects are gloomy. "We are having a rugged time," says Leslie C. Johnson, vice president. On the other hand, WJPF Herrin, in the heart of southern Illinois mining section, looks for fall and winter business 20% above last year. "March was the only low month of the year in comparison with 1948," says General Manager Charles Cook.

TWO-SEMESTER course on "World Radio" by Arno Huth, authority on international radio, will be given at New School for Social Research, New York.

AIR SPROUT

DULUTH, MINN.—Otto Mattick really didn't have to sprout wings, wheel-pants propellor and tail assembly to earn his Air Scout Merit Badge. "Matter of fact," grunts Otto, "I'm got up this way just to remind you of my get-up and go when it comes to making KDAL advertising pay and pay and pay. . . ." Otto's got the Indian sign on competition when it comes to corralling the listeners in the Duluth-Superior Market. And the Duluth-Superior Market has the Indian sign on others of comparable size. That's because it's such a stable area where folks always have money to spend for what you have to sell. Analysis of KDAL's territory will convince you that it belongs well up on the list for your next campaign. If you need help with that analysis, Avery-Knodel will appreciate the chance to supply it.



Contact Avery-Knodel for the profit story for your product in the Duluth-Superior Market, and learn how KDAL writes the happy ending for you.

RALPH WEIL (l), general manager of WOV New York, receives Star of the Order of Italian Solidarity from Aldo Mazio, Italian consul general in New York [BROADCASTING, Sept. 19]. Mr. Weil is president of Victoria Broadcasting Corp., WOV owner.

What Agencies Want

(Continued from page 26)

where most homes are located—how many are urban, rural? And it wants to know only about the radio homes that are covered reliably and regularly, not just occasionally. There is little that a radio station can do to influence the selection of markets on a given radio schedule. That must be determined by the advertiser and the agency. But frequently the amount of money to be spent in a market can be influenced by the radio station that demonstrates the large size and quality of the territory it covers in a factual and provable way. Superlative claims mean little to the agency. We are interested only in the facts.

(2) The agency wants to know about your station audience in the area it serves. It is strange how many stations try to slough-off this important factor. What is your share of the audience throughout the day? What is the actual audience at the time you have quoted as available? On these two factors—coverage and listenership—the agency bases its most important single calculation—cost per thousand radio homes. Any indications of listenership you may have are important and helpful. Hooper, Neilsen, Conlan, telephone interviews, Diary surveys—they all help. If your station covers a wide rural area, as well as an important metropolitan center, the agency wants to know the difference in listenership characteristics between them. If you're better or worse in the country than you are in the city, the agency wants to know about it.

Cites Quality Need

(3) Program and production quality . . . this covers a multitude of sins but don't forget, the agency's thinking begins and ends with the sale of merchandise. The skill and regularity with which your station can deliver good programming and production means listeners to your station. It means sales for the advertiser's product. Some stations are noted in the advertising trade for the excellent standard of showmanship and production which they maintain—day in and day out. By the same token, some stations are known among agencies to be just plain sloppy in their production habits. But even poor commercial copy can be made to sell better than its quality would indicate if it is surrounded by good production and delivered by a radio salesman who wants to make it sell. Two wrongs won't make a right.

I'm sure all of us agree to the power of radio as a selling medium. Radio has sold billions of dollars worth of merchandise in its short history and will sell billions more in the future—television notwithstanding. My only plea is: Let's make it better than it is. Let's get our production people and our talent to be "selling conscious" and "product conscious." The agency would like to know that your salesman on the air will do a job of sincerely, convincingly, and honestly selling the goods to the customer.

NAB DISTRICT 9

Appoints Committee Heads

COMMITTEE appointments for NAB District 9 (Illinois, part of Wisconsin) were announced Sept. 16 at the close of the membership convention at Three Lakes, Wis., by Charles C. Caley, WMBD Peoria, district director. Heading the Employe-Employer Relations group is Arthur Harre, WJJD Chicago. Reappointed chairman of the Engineering Committee was Oscar C. Hirsch, WKRO Cairo, Ill.

Other appointments—Program, Forest W. Cooke, WHBF Rock Island; Public Relations, Robert Burow, WDAN Danville; Sales Managers, Forster Cooper, WDUZ Green Bay; Unaffiliated Stations, Hugh Boice, WEMP Milwaukee; Small Stations, Ray Livesay, WLBH Mattoon, Ill.

NINE football games of St. Bonaventure College, Olean, N. Y., will be aired by WHDL Allegany, N. Y., with Atlantic Refining Co. sponsoring.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—
5000 WATT OUTPUT!
JOS. WEED & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
HALIFAX NOVA SCOTIA

Expanded BMB

(Continued from page 27)

Miller tied the loose ends together with an overall story of the association's new streamlined organization and told how its "small but efficient" staff follows through on a personal basis in high government places.

The judge challenged critics of NAB's legislative record to cite "a single law adverse to the industry enacted in the past four years." He noted that while the whole history of broadcasting has been one of advance, the industry now is faced with its first "shaking down" period. He expressed the hope broadcasters would develop a championship complex during the period.

An added attraction at the Minneapolis meeting was a program featuring three of the North Country's leading agency men. Edward A. Cashin, vice president of BBDO; Arthur H. Lund, radio director of Campbell-Mithun, and James D. McTighe, radio director of Olmstead & Foley, spoke in plain language about station shortcomings with relation to agencies. (See article by Mr. Lund, page 26.)

Mr. Cashin said agencies need more ideas. He recommended that stations ask their personnel for "brainstorms," just as BBDO does periodically. After requesting its staff in every city to contribute ideas for a major campaign, BBDO recently had 3,800 ideas to choose from, he reported. Citing a dearth of merchandising ideas for radio shows, he said few major advertisers know how to merchandise on the air.

The station's failure to report to agencies about their programs, and station promotions were pointed up by Mr. McTighe, who disclosed that Olmstead & Foley attempts to get a promotion budget with every program budget.

"I know you do more promotion for our clients than we hear about," he said. "You should consider your promotion reports somewhat as you do your expense accounts. They're both extra expenses for which you expect and deserve payment."

Following the pattern he laid down in Cincinnati and Three Lakes, Mr. Mitchell continued to unreel sales advice before the District 11 delegates at a mile-a-minute clip. Speaking both Monday and Tuesday, he gave out with such crisp paragraphs as:

The agreement of St. Louis Departments stores against advertising on the air belongs in the hands of the Justice Dept.

Salesmen should know the cost of billboards, book matches and the circulation of major magazines in a local market. They should be aware when national manufacturers bulletins arrive at dealers, asking what local advertising medium is preferred.

Salesmen should never make collections, write continuity, or service an account. They should sell, and sell only.

Announcers should make it a practice of picking up the phone and giving the client an idea what his ad will sound like on the air.

Top station management should sit down with local bankers and convince them they will always get their money back when they loan to a radio advertiser.

When you got your license to go on the air, you thought it was a license to make money—probably 30% on your investment—but now the honeymoon is over and you must go to work.

AM hasn't dropped dead in the TV markets despite the fact competitors are telling advertisers to "sit radio out and wait for television."

Labor Discussion

NAB's labor expert, Mr. Doherty, spent considerable time at the Minneapolis meeting discussing the broad forces that affect radio station operations. He urged stations to deal with these forces collectively, to study "the prevailing winds that are beyond local control" through membership in national associations. He stressed the fact that running a station is "creative work," and that certain standards, unknown to most enterprises, must be upheld.

Other resolutions adopted by District 11 recognized BAB as "a bureau that will go far toward increasing the economic stability of the industry"; favored "increased use and promotion of BMI licensed compositions" and, citing the "reinterpretation of the Mayflower decision," commended "all who played a part in working to preserve this basic right inherent in free speech."

Minneapolis Registration

H. G. Alexander, KWAD; Duane Allen, WOLB; Douglas L. Anderson, KDIX; Kenneth H. Baker, NAB; Tom Barnes, WDAY; Bruce Beichl, WFHR; R. W. Behling, WOLB; Carl Bloomquist, WDSM; H. J. Bothman, KTRF; Bob Bouchier, KLER; K. E. Bower, KBMW; Walt Bruzek, KLER; Jim Buchan, KWAD; Vivian H. Bulmer, Bulmer & Johnson; Orville F. Burda, KDIX; Charles G. Burke, KFGO; Paul Clark, RCA; Fred C. Clarke, KAAA; Howard Dahl, WKBH; Jerry Dahl, Radio Television Pub. Corp.; Harold L. Dell, KGDE; R. P. Doherty, NAB; Bud Doss, KIHO; Palmer Dragsten, KDHL; R. N. Ekstrum, WTCN; Jim Ells, Bruce Ells & Assoc.; S. Fantle Jr., KELO; Robert Forman, WLDY; G. David Gentling, KROC; Jerry Gill, AP; Marguerite Graham, KDIX; Hugh M. Grauel, World Broadcasting; Gus Hagenah, Standard Radio; Kolin Hager, SESAC; Ken Hance, KSTP; Alfred J. Harding, WCCO; Bert Horswell, C. P. MacGregor; Carl E. Holt, KWAD; Harry S. Hyett,

(Continued on page 44)

NAB BY-LAWS

Eight Amendments To Be Voted on by Members

BALLOTS giving NAB members a chance to vote on eight proposed changes in the association's by-laws were mailed to stations last week by C. E. Arney Jr., secretary-treasurer. Most of the changes conform to recommendations made by the board at its July meeting.

Ballots are to be postmarked not later than midnight Oct. 8, Mr. Arney wrote in an accompanying letter. First change would define in detail the rights and privileges of associate members.

Second change would legalize the board's action in granting TV affiliates of AM members a special interim rate for the rest of the year. A permanent TV dues schedule is to be worked out but the board felt that since most TV stations are not making money, members' TV outlets should be granted an interim rate of $10 a month, or $125 for TV-only outlets. The low rate quickly increased NAB's TV membership from six to more than 30. If the amendment is adopted, the board will have full power to grant such interim rates.

Third proposal merely legalizes the second one, should it be approved.

Two TV Directors

Number of TV directors-at-large is increased from one to two under the fourth proposal, bring TV up to equality with large, medium and small stations as well as FM and facsimile. The "A" and "B" distinction in FM directors-at-large is eliminated. No directors represent facsimile at present because 25 members are required in a classification before it can be represented on the board.

Proposal No. 5 would transfer conduct of nominations and elections from an outside accounting firm to the NAB secretary-treasurer, saving about $3,000 a year. Two other clauses in this proposal increase from three to five the number of nominations a person must receive to qualify for a place on a final election ballot. One clause covers district directors, the other directors-at-large.

The by-laws specify that nominations must be made by ballot but district directors may choose between mail or district meeting elections. Purpose of the five-nominee requirement is to reduce the number of names on final election ballots.

Terms of directors-at-large would be increased from one to two years, under Proposal No. 6. At present they serve one year. District directors serve two-year terms. The proposal fixes the time when newly elected directors take office.

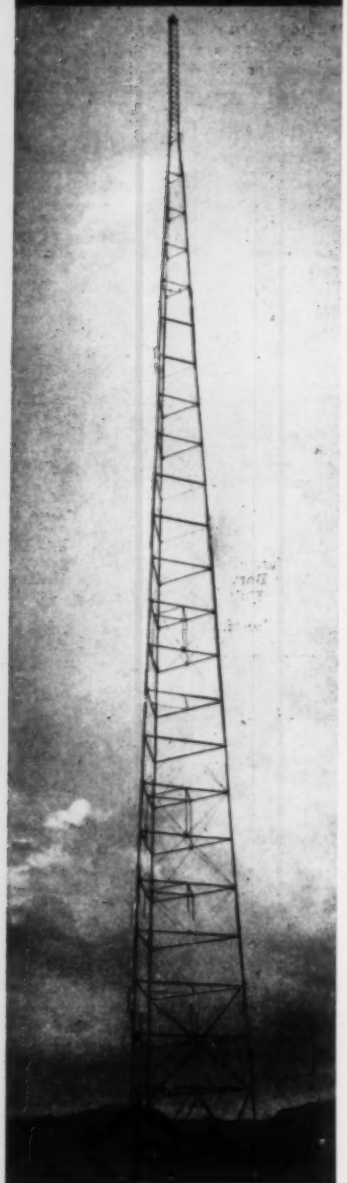
The board meeting usually held immediately after the annual convention is abolished by Proposal No. 7, which also provides that the president may call a board meeting on five days written notice. In addition, it provides that seven members of the board can call a board meeting by petitioning the secretary-treasurer and specifying subjects to be considered.

Conforming to board action in July, Proposal No. 8 abolishes the office of executive vice president and adjusts wording of other paragraphs accordingly.

The famed "World News Roundup" (8-8:15 a.m. on 50,000-watt WTOP), now available three days a week. Its 5.0 Pulse rating is highest in its period, highest of the entire morning up to 9:00 a.m.

This best seller can be yours if you call Radio Sales . . . now.

AM • FM
TELEVISION
TOWERS



330' Insulated AM radiator in SANTIAGO, DE CUBA—CADENA ORIENTAL DE RADIO LOMA DE QUINTERO.

STAINLESS, INC.
50 CHURCH STREET,
N. Y. C.
PLANT: NORTH WALES, PA.

INDEPENDENTS

AIMS Meeting Studies Network Challenge

TWENTY-TWO station managers, members of the Assn. of Independent Metropolitan Stations, met in Chicago Wednesday and Thursday to discuss mutual problems and methods of meeting network competition. It was the fourth session conducted since organization last winter.

Although no policy decisions were made at the two-day meeting in the Stevens Hotel, station managers stripped to shirt sleeves and got down to basic issues during both day and night sessions. Tom Baker of WKDA Nashville was the only representative of the three new stations admitted to AIMS shortly before the meeting last week. Other new members are WBMD Baltimore and KLIF Dallas.

Members agreed to maintain the present structural format, which provides for no officers and only round-table discussions at informal business meetings. Seven major subjects were tackled by all participants. Topics, with the chairmen, were national sales, T. S. Marshall, WOLF Syracuse; programs, Patt McDonald, WHHM Memphis; costs, Elroy McCaw, KPOA Honolulu, Hawaii; systems and procedures, Dave Baylor, WJMO Cleveland; surveys, Hugh Feltis, KING Seattle; engineering, John Engelbrecht, WIKY Evansville, Ind.; AIMS organization, Steve Cisler, WKYW Louisville, and promotion, Jerry Sill, WMIL (FM) Milwaukee.

Case Histories

Typical talk at the closed meetings concerned individual operations with case histories, including that of the Honolulu station which airs Japanese daytime serials employing casts of 100, and one of a 250 w outlet which commands a 45 Hooper on Sunday afternoon in competition with four networks.

Applications of stations wishing to become members were discussed late Thursday, but no final decisions were made. Membership, issued by invitation, is chosen from stations in metropolitan areas with 100,000 or more population, although major markets such as Chicago and New York have been eliminated because of the difference in independent operation problems.

Several more AIMS stations are expected to be added shortly to the roster of Independent Metropolitan Sales, national representative firm. All IMS stations are members of AIMS, but most AIMS stations have another representative. IMS was established recently to handle a few select metropolitan stations. Jack Koste heads the representative group, with Jack Mulholland as Chicago manager.

Attendance also included:

Al Meyer, KMYR Denver; Ed Thoms, WFTW Fort Wayne, Ind.; King Robinson, KATL Houston; Bob Venn, WMIE Miami; Tom Barker, WKDA Nashville; Pete Schloss, WWSW Pittsburgh; H. A. Jacobson, KXL Portland, Ore.; Howard Johnson, KNAK Salt Lake City, Cole Wylie, KREM Spokane; Ralph Stufflebam, KSTL St. Louis; Frank Devaney, WMIN St. Paul; Ed Lovelace, KTBI Tacoma; John Hurley, WNEB Rochester, and Gene Trace, WBBW Youngstown, Ohio.

Registration

(Continued from page 43)

WEAU; Maxine Jacobs, KAAA; Milford Jensen, WCAL; Ella May Johnson, Bulmer & Johnson; Merle Jones, WCCO; Robert D. Kennedy, KBZY; John D. Langlois, Lang-Worth; Orville Lawson, Orville Lawson & Assoc.; Dalton Le Masurier, KDAL; H. W. Linder, KWLM; Maury Long, BROADCASTING; Bert Lown, Assistant Program Serv.; Manny Marget, KVOX; Marie Esther, KWAD; Al Marlin, BMI; Irving Mattaway, Radio Television Pub. Corp.; John F. Meagher, KYSM; Art Mertz, **Advertising Age**; Sig Mickelson, WCCO; Justin Miller, NAB; Maurice B. Mitchell, NAB; Tony Moe, WCCO; L. I. McCurnin, KAUS; Howard L. McCrea, Radio Television Pub. Corp.; E. J. McKellar, KVOX; Arthur F. Nelson, WHLB; Lotus Nelson, KBMW; Herb Nelson, KBMW; Evans A. Nord, KELO; B. Harland Ohds, KORN; Andrew Oleston, Orville Lawson & Assoc.; R. W. Olson, KWOA; Oscar H. Peterson, WMFG; Don Petty, NAB; Odin S. Ramsland, KDAL; M. J. Reichert, KGCN; Earl Reineke, WDAY; Bill Reilly, RCA Thesaurus; R. B. Ridder, WTCN; Greg Rouleau, WJMC; Ralph E. Shepard, KWOA; A. T. Shields, WLDY; Burt Squire, BMI; Max P. Staley, KIJV; Wallace E. Stone, KILO; James E. Sweet, KIHO; W. J. Taylor, KTRF; Bill Thompson, BROADCASTING; Robt. R. Tincher, WNAX; F. Van Konynenburg, WTCN; Anson Vann, KATE; Ralph Webster, KWAD; M. H. White, KWNO; Lee L. Whiting, KEYD; Bart Wick, KDLR; Gene Wilkey, WCCO; Harold A. Winther, KEYD; George Wolf, KATE; Thomas Young, KWAT.

Edward D. Pulley

PIONEER radio engineer, Edward Danzil Pulley, 38, general manager and vice president of WTAN Clearwater, Fla., was killed in an automobile accident Sept. 4 near Valdosta, Ga. Rated as one of the South's top radio engineers, Mr. Pulley built WTAN in 1947. He also had constructed 10 other stations in the South, including one in Nashville; Florence and Jasper, Ala.; and Columbus and Macon, Ga. The accident occurred when Mr. Pulley was on his way to Macon to bring home his wife and two children, Pamela and Steve, who had been visiting relatives.

Upcoming

NAB DISTRICT MEETINGS

Sept. 26-27: Dist. 10, Savery, Des Moines.
Sept. 29-30: Dist. 12, Allis, Wichita, Kan.
Oct. 3-4: Dist. 13, Adolphus, Dallas.
Oct. 6-7: Dist. 6, Peabody, Memphis.
Oct. 13-14: Dist. 5, Roosevelt, Jacksonville, Fla.
Oct. 17-13: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 25-26: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 27-28: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15, Dist. 17, Benson, Portland, Ore.

* * *

Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 2: AFA Inter-city conference of Women's Advertising Clubs, Hotel Cleveland, Cleveland.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.
Oct. 4-5: AAAA Annual Eastern Conference, Hotel Roosevelt, N. Y.
Oct. 14: AAAA Annual Central Council Meeting, Hotel Drake, Chicago.
Oct. 16: North and South Carolina Broadcasters Assns. joint meeting, Southern Pines, N. C.
Oct. 16-18: AAAA Annual Pacific Council Meeting, Arrowhead Hot Springs Hotel, San Bernardino, Calif.

WINZ LICENSED

Revocation Order Dropped

REGULAR license was issued to WINZ Hollywood, Fla., by FCC last week and the Commission's previous order of revocation was set aside [BROADCASTING, May 9]. Action was taken upon petition of the licensee, Hollywood Broadcasting Co., headed by Jonas Weiland.

FCC had ordered the revocation on grounds the licensee had violated provisions of the Commission's rules and standards, but WINZ in its petition contended that certain of the charges were in error and that other technical difficulties had been caused by successive hurricanes which damaged facilities and delayed construction of new facilities.

WINZ is assigned 1 kw fulltime, directional night, on 970 kc.

FOR $ALES

—Over a million people in 79 counties of Georgia, South Carolina and Florida.
—3½ times more people than any other station in this market.
—A $557,206,000 retail sales area.

It's 630 in Savannah WSAV

630 kc. 5,000 watts Full Time

Represented by Hollingbery

Ad Practices Eyed

(Continued from page 23)

not violate any law. The injunction was requested, the complaint indicated, because the defendants "have threatened to and will continue said offenses unless the relief" is granted.

The suit charged that "commencing some years ago (the exact date being presently unknown to the plaintiff), and continuously thereafter to the date of the filing of this complaint, the defendants and others to the plaintiff unknown, have been engaged in a combination and conspiracy to monopolize and in an attempt to monopolize . . . interstate trade and commerce in the dissemination of news, advertising and other information in violation of Section 2 of the Sherman Act."

The suit outlined the actions alleged and stated that from time to time the defendants:

- Undertake to acquire ownership of competing newspapers and radio broadcasting facilities in Lorain County, Ohio (including WEOL).
- Threaten to refuse and do refuse to publish advertisements by those who advertise or propose to advertise on WEOL-AM-FM or in the Lorain *Sunday News*, an independent weekly paper.
- Attempt to persuade and do persuade employes of WEOL-AM-FM and the *Sunday News* to leave their respective employments.
- Agree with the Elyria *Chronicle-Telegram* not to circulate within the city of Lorain and not to solicit or accept ads from Lorain merchants.

Actions' Effects

Justice Dept. contended that the effects of such actions were to restrain and monopolize trade and commerce in the dissemination of news, advertising and other information, and to "irreparably injure competitors of the *Lorain Journal* in the operations of their businesses as a result of their inability to obtain advertising contracts from those . . . who advertise" in the paper. It was further contended that such actions denied "various persons, firms or corporations free access to channels of advertising in Elyria and Lorain, Ohio, with consequent irreparable injury to their operations."

In a civil suit of this kind, the government seeks a court order to stop the alleged objectionable practices. There are no penalties, though failure to obey such an order could mean contempt proceedings, punishable by a fine or jail sentence.

Attorney General McGrath, in announcing the filing of the suit, said: "This is the first Sherman Act case filed by the government against a newspaper charging it with conspiring to injure a competing radio station. As the Supreme Court pointed out in the Associated Press case, freedom to keep others from publishing news is not guaranteed by the Constitution. Indeed, the Constitutional guaranty of freedom of the press goes hand in hand with the application of the Sherman Act to situations where businessmen are combining to prevent competitors from publishing."

Bergson Statement

Mr. Bergson, assistant attorney general, who also signed the complaint, said: "Since advertising plays an important role in our free enterprise system, it is vital that advertising channels not be closed by private combinations. This suit invokes the remedial provisions of the Sherman Act in support of that principle."

The case for the government was prepared by Victor H. Kramer, Baddia J. Rashid, Herman H. Seidler, Eugene C. Peck II and Frank J. Oberg under the supervision of Edward P. Hodges, chief of the trial section of the Antitrust Division.

The FCC's 1948 ruling to deny CPs to the Mansfield-Lorain papers had been a 3-to-2 vote, with the dissenting Commissioners contending that the general disqualifications cited by the majority were unsupported by the record and in law. The attorneys for the papers had repeatedly denied any use of exclusive advertising contracts and accused FCC of limiting free speech, exceeding its legal authority and usurping powers that belong to the courts.

In latter 1948, WEOL through a series of broadcasts charged Messrs. Horvitz of engaging in advertising dictatorship, asserting the Lorain paper refused to carry even paid logs by WEOL while carrying free the logs of major Cleveland stations [BROADCASTING, Nov. 29, 1948]. The WEOL manager described the Lorain situation as "simply a carbon copy of the Mansfield situation."

WMAN this last July, in turning in its FM permit to FCC, alleged that the advertising policy of the *Mansfield Journal* was in part responsible for its decision [BROADCASTING, July 11]. WMAN charged the newspaper would not permit large store advertisers to buy radio time too, thus limiting the field for FM time sales.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

JAMES S. TYLER

Is MBS Advertising Mgr.

APPOINTMENT of James S. Tyler as MBS advertising manager, a new title at the network, was announced last week. Coincidentally, it was learned that Jesse Thompson had resigned as MBS director of promotion and advertising, a title which has been eliminated.

Mr. Tyler served as advertising manager of the network from 1941 through 1945, resigning to enter sales promotion work for publications. Since that time he has served with Time Inc., McGraw-Hill and Fawcett publications.

In his new assignment he will head the creative work in MBS promotion and advertising. Harold M. Coulter continues as director of promotion and assistant to Robert A. Schmid, vice president in charge of program sales.

ABC ADDS TWO

WIMA, WKOK to Affiliate

ABC has added two new affiliates, WIMA Lima, Ohio, and WKOK Sunbury, Pa.

WIMA, a 1 kw station operating fulltime on 1150 kc, will affiliate with ABC as a member of its northeast group on Oct. 10. R. W. Mack is station manager.

WKOK, affiliating with ABC on Dec. 1, is a 250 w station fulltime on 1240 kc. Homer R. Smith is manager of the station.

W. E. MOATS
Station WCCP
Savannah, Ga.

"The greatest advance in record-playing.."

GE VARIABLE RELUCTANCE CARTRIDGE

SEE PAGE 41

In Birmingham ALABAMA
WSGN
AM 610 KC
FM 93.7 MC
MORE PEOPLE Listen More!
Ask for latest Conlan report.
See how WSGN delivers more.
Represented Nationally
by Headley-Reed

Network Time

(Continued from page 25)

and soft drinks, eighth; gas and oil, ninth and insurance tenth.

In July 1948, the six-to-ten rank was household equipment, candy and soft drinks, gas and oil, automotive and insurance advertising, in that order. For the first seven months of 1948 the six-to-ten ranking classes, in descending order, were household equipment, automotive, candy and soft drinks, gas and oil, and insurance. (See Table II for full list of advertising classes, with gross expenditures of each group for network time for July and the seven-month period of both this year and last.)

Leading advertiser in each category for July is shown in Table III.

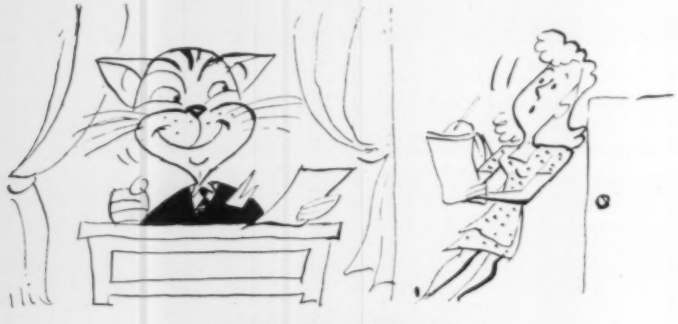
* * *

TABLE III

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN JULY 1949

Agriculture & Farming	Allis Chalmers Mfg. Co.	$41,453
Apparel, Footwear & Access.	Frank H. Lee Co.	41,542
Automotive, Automotive Equip. & Access.	Chrysler Corp.	69,072
Aviation, Aviation Equip. & Access.		
Beer, Wine & Liquor	Pabst Sales Co.	72,885
Building Materials, Equip. & Fixtures	U. S. Steel Corp.	134,613
Confectionery & Soft Drinks	Pepsi-Cola Co.	141,564
Consumer Services	Bell Telephone Co.	65,124
Drugs & Remedies	Sterling Drug Co.	599,871
Entertainment & Amusements		
Food & Food Products	General Mills	430,340
Gasoline, Lubricants & other Fuels	Sun Oil Co.	84,832
Horticulture		
Household Equipment & Supplies	Philco Corp.	129,606
Household Furnishings	Armstrong Cork Co.	43,205
Industrial Materials	U. S. Steel Co.	134,613
Insurance	Prudential Insurance Co.	167,512
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	93,990
Office Equipment, Writing Supplies & Stationery	Eversharp Inc.	66,420
Publishing & Media	Christian Science Pub. Co.	25,072
Radios, TV Sets, Phonographs, Musical Instruments & Access.		
Retail Stores	First National Stores	4,122
Smoking Materials	Liggett & Myers Tobacco Co.	457,836
Soaps, Cleansers & Polishes	Procter & Gamble	542,411
Sporting Goods & Toys		
Toiletries & Toilet Goods	Gillette Safety Razor Co.	254,294
Transportation, Travel & Resorts	Assn. of American Railroads	69,726
Miscellaneous	Gospel Broadcasting Assn.	60,048

Source—Publishers Information Bureau



BOOMERANG!

I'm sorry I ever heard of KXOK. My life is miserable. You see, I bragged to the boss about our program's low-cost-per-Hooper point on KXOK, like you suggested, and he just grinned like a Cheshire and said: "That proves what you can do when you really try. Now go into all our markets and get as good a buy as you did on KXOK." You and I know that's tough to do . . . but how can I convince the Boss?

On-The-Spot

Dear On-The-Spot:

Your Boss situation is going to be much worse. Wait till he finds out KXOK's high Hooper position during March, 1949. When KXOK's rates are balanced with its share of audience, the combination is terrific. You and I know the base hourly rate on Station "A" is 57% higher than KXOK's, and Station "B" has a base rate 32% higher . . . yet they delivered only 15% and 2.4% more audience during March. Better not mention KXOK's powerful signal at 630 on the dial, reaches 115 counties in six states, daytime, in mid-America.

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

Fund Raiser

BENEFICIARY of a "blunder box" maintained at WWPA Williamsport, Pa., is the Lycoming County Community Chest. Kay Sasso, conductor of WWPA's *Woman's Journal*, has been contributing to the fund every time she uses her most-overused word—"wonderful." The Chest secretary, Arthur T. Snyder, accepted contents of the box while being interviewed by Miss Sasso, who uttered a couple of "wonderfuls" during the interview and made a publicity gag of the incident.

AD WORKSHOP

Cone To Open Chicago Meet

FAIRFAX CONE, chairman of the executive committee, Foote, Cone & Belding, will give the opening address of the 1949 Chicago Federated Advertising Club workshops today (Monday) at 6:15 p.m. in the lobby studio of CBS. Mr. Cone will speak at a general session for enrollees in all five workshop clinics—research, sales promotion, creative advertising, layout and design, and media.

Mr. Cone

Clinics will be conducted by professional personnel among whom will be H. H. Robinson, advertising manager, Soap and Chemical Div., Armour & Co.; H. M. Gross, president of the Chicago agency bearing his name; Fred C. Williams, advertising manager, Carson Pirie Scott & Co.; A. C. Ragnow, vice president, Campbell-Mithun; Joseph Betzer, Sarra Inc.; G. A. Shallberg Jr., advertising director, Borg-Warner Corp., and A. H. Fensholt, president, The Fensholt Co.

Participants in the radio and television session of the media clinic Dec 2 will be Ken Craig, radio director, McCann-Erickson, and James L. Stirton, general and sales manager, ABC's Central Div.

REC Speakers

DONALD W. THORNBURGH, president and general manager, WCAU Philadelphia, and Philip H. Willkie, member of the Indiana State Legislature, will speak Oct. 6 at the first meeting of the Radio Executives Club of New York for the 1949-50 season. Luncheon session will begin at 12:30 p.m. at the Hotel Roosevelt, New York. Future speakers already scheduled for the semi-monthly Thursday noon meetings include: Ben Duffy, president, BBDO; and Clarence Goshorn, president, Benton & Bowles, and chairman of the AAAA.

CARSON

Confirmed for FTC Post

FEDERAL TRADE Commission last week picked up numerical strength for the remainder of 1949 but still was functioning at makeshift operation despite Senate confirmation of John J. Carson to succeed Robert Freer as FTC Commissioner. Mr. Carson, who was approved last Monday, was expected to be sworn in today (Sept. 26).

Meanwhile, the term of Lowell Mason, current acting chairman of FTC, expired yesterday (Sunday), but he will continue in office until his successor is named or his reappointment assured. President Truman already has indicated his intention to re-name Mr. Mason, but any action this session is believed doubtful.

Still another appointment pending is that of Garland Ferguson whose term ended last year but who has been serving in the interim. Speculation has centered on whether Mr. Truman will resubmit his name. His confirmation was blocked in the second session of the last Congress, and no action has been taken in the nine months of the 81st Congress. Allan Phelps, chief of FTC's export trade division, has been mentioned as his successor.

FTC has been functioning below strength of five commissioners all year. Aside from the Freer vacancy, Comr. Ewen Davis has been hospitalized for over two months.

Mr. Carson, research and information director of the U. S. Cooperative League, Washington office, serves the unexpired portion of Mr. Freer's term ending Sept. 26, 1952. His nomination had been pending before the Senate Interstate Commerce committee since last April. The committee held hearings last June and July.

RETAIL SERVICE

BAB Bulletin in Mails

SECOND issue of the BAB retail service bulletin, designed to help stations do a better retail advertising job, is currently in the mails. It contains a complete outline and analysis of a successful radio campaign being used by Schuneman's, St. Paul department store, a Montgomery-Ward operation.

Stations have reported to BAB that new business was signed as a result of the first retail service bulletin the group mailed, which was beamed to getting more radio money from watchmakers during the Jewelry Industry Council's "Watch Inspection Time" week, Sept. 21-27.

Small Space—*Big* Story

- MORE people
- MORE times
- LESS money

WGRD Grand Rapids Michigan

Management

CAL SMITH, program director for KROC Rochester, Minn., appointed station manager. He will continue to handle his duties as program director temporarily.

JOHNNY LEE, former program director and later assistant manager of WROW Albany, N. Y., named station manager.

JOHN PACE, formerly with KCOH Houston, Tex., and commercial manager of KLEE same city, appointed general manager of KLEE succeeding TED HILLS, resigned.

IRVING E. ROGERS, president and treasurer of Hildreth & Rogers Co., owner and operator of WLAW-AM & FM Lawrence, Mass., appointed member of Massachusetts Turnpike Commission.

JACK S. YOUNTS, president and general manager of WEEB Southern Pines, N. C., named public relations officer of North Carolina Dept. of VFW.

WILLIAM S. HEDGES, NBC vice president and president of the Radio Pioneer Clubs, has advised British club members that resolution has been adopted granting English residents privilege of establishing an English chapter.

BILL REA, owner of CKNW New Westminster, B. C., presented with silver cup by Kitsilano Chamber of Commerce in Vancouver for his help in getting donations for building of outdoor stage.

HUGH B. TERRY, vice president and general manager of KLZ Denver, spoke on "Television, Where Art Thou" before Denver Kiwanis Club recently.

Miller Chairman

JUDGE JUSTIN MILLER, NAB president, was chairman of the Federal Bar Assn. dinner held Sept. 22 at the Mayflower Hotel, Washington. He is a member of the association's national council. Speaker was Attorney General J. Howard McGrath. Members of Judicial Conference were guests.

FIFTEEN years of sponsorship of their NBC program is rewarded by a loving cup presented to S. C. Johnson & Son Inc. by Jim and Marion Jordan (Fibber McGee & Molly). "Fibber" makes the presentation to John Douglas (r), district manager, Los Angeles branch office, S. C. Johnson & Son. Others are (l to r) Don Quinn, writer of show; Lewis S. Frost, assistant to vice president of NBC Western Div., and "Molly."

SCHENLEY

No Radio-TV Ads 'For Present'

SCHENLEY DISTILLERS Inc., New York, which for weeks has stirred the radio industry over its proposal to buy time for advertising its hard liquor products, announced Thursday it was continuing its "no radio" policy.

In making the announcement, the company indicated it had not abandoned completely its desire to use radio and television advertising but would continue to explore their possibilities.

J. L. Leban, president of Schenley, made the formal announcement, Schenley predicted, however, that the time would come when such radio and television advertising would be accepted.

Mr. Leban said Schenley reached its decision not to buy air time on recommendation of its own advertising department. He said:

"In preparation for our new advertising and promotion program and budget, the advertising department directed an exploration of possibilities in all fields, including late-hour radio and television shows, as well as newspaper and periodicals, outdoor display signs, spectaculars and other media.

"In regard to radio and television, a careful weighing of the advantages and disadvantages caused the advertising department to recommend that we continue, for the present, our policy of advertising in all media except radio and television."

Mr. Leban cited part of his advertising department's report on radio and television which influenced the company to withhold budgeting any sums for broadcasting. That report said:

"Except among avowed prohibitionists, who wish to prohibit sale of alcoholic beverages as well as advertising, general reaction is markedly different from that of 10 or 15 years ago. The time is undoubtedly coming when distilled-spirits advertising on the major radio and television outlets will be accepted as completely for our industry as advertising in the major magazines and in newspapers is today. Wine and beer advertising has for many years received such acceptance. Therefore, the department will keep the matter of radio and television advertising under exploration and consideration."

Mr. Leban said the report cited a difference of opinion in the radio field as to whether this was the correct time for hard liquor commercials to be aired. The report noted that the networks decided not to carry programs advertising distilled spirits, although their right to accept such advertising was re-affirmed.

The Schenley statement also formally announced that managers and owners of over 200 stations, many of which are network-affiliated, are on record as willing to accept hard-liquor commercials. Schenley, through Biow Agency, had asked radio representatives around the country to make such a canvas. The decision to take spirits commercials was for most stations a departure from their traditional practice.

NEU TO N. Y.

CBS Switches Attorney

CBS Washington attorney James H. Neu has been transferred to the network's legal department in New York, effective immediately.

Mr. Neu, who joined the CBS legal department in New York in 1942, rejoined the network as Washington attorney in 1946 after a leave for military service. He will continue to handle CBS legal matters in the nation's capital.

Sterling Talk

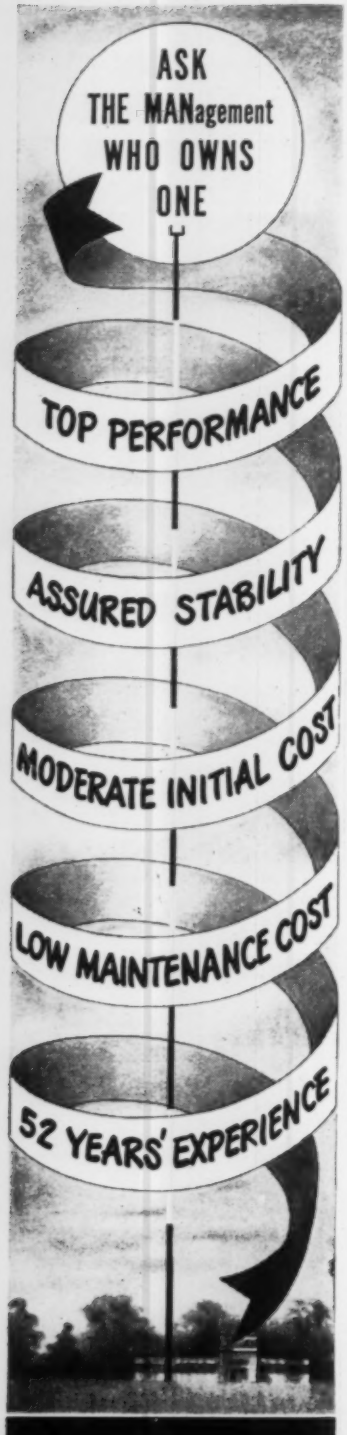
COMR. GEORGE E. STERLING of the FCC addressed the annual convention of the National Assn. of Taxicab Owners last Wednesday at the Hotel Statler, Buffalo, N. Y. He discussed the benefits of radio communication now available to the taxicab industry and explained the allocation and other problems involved in the new taxicab radio service.

"This is the Columbia Broadcasting System"

Twenty-two years ago, (Sunday, September 18, 1927) WFBL and fifteen other pioneer radio stations broadcast for the first time these now familiar words.

Through twenty-two years, the Columbia Network and WFBL have pioneered radio's great advancement as a medium of entertainment, education and public service. This Fall, WFBL and CBS bring Central New York listeners the greatest line-up of talent ever presented by any radio network, assuring advertisers of better and bigger audiences.

WFBL
SYRACUSE
NEW YORK
Represented by
FREE & PETERS, INC.



LINGO

Vertical Tubular Steel

RADIATORS

Write for Factual Data

JOHN E. LINGO & SON
CAMDEN 5, N. J.

WORD WDXY (FM)

Renew Baseball Sponsors

BEFORE the 1949 baseball season ended in the Tri-State League (North Carolina, South Carolina and Tennessee), WORD and WDXY (FM) Spartanburg, S. C., renewed the contract for sponsorship of all Spartanburg Peaches games to be played in the 1950 season. Announcement of contract renewal was made by Walter J. Brown, president of The Spartan Radiocasting Co., station owner and operator.

All games played by the Peaches in the 1949 season were jointly sponsored by the Spartanburg Coca-Cola Bottling Co., The Aug. W. Smith Department Store, Cudd and Coan Insurance Co. and the White Dot Grocery Stores.

As part of a package sale, the sponsors received a year-round program. Package price was in excess of $20,000 and sponsors renewed for 1950 on same terms of their 1949 contracts.

WORD and WDXY (FM) covered all games played, except on radio appreciation night when 4,000 fans turned out to show their appreciation for radio coverage of the games. Spartanburg finished in second place and drew an attendance of approximately 129,000 for the season. The Spartan Radiocasting Co. has a contract with the Spartanburg baseball club for broadcast of all Peaches games.

UTILIZE RADIO

Dameron Tells AFA Meet

UTILIZATION of radio to promote the advertiser to the public was pointed up by Dr. Kenneth Dameron, director of the Committee on Consumer Relations in Advertising, in an address last week before the tenth district annual convention of Advertising Federation of America meeting in Oklahoma City.

Dr. Dameron said the committee he heads has secured radio-writing talent to make adaptations of a consumer-buyer and distribution lesson series for public service programs to be aired over radio. Containing 14 lessons, the series discusses aspects of marketing and distribution in relation to the consumer, such as advertising, pricing, retailing, channels of distribution, consumer credit, marketing costs and efficiency, etc. Dr. Dameron is a professor at Ohio State U.

Dissolve Partnership

HAROLD B. ROTHROCK and George B. Bairey, partners in Rothrock and Bairey, consulting radio engineers in Washington, have anonunced dissolution of their partnership effective Sept. 30. Mr. Bairey will continue the consulting practice at the same location, 1757 K St., N. W. Mr. Rothrock is moving to Indiana.

A TEXAS fisherman who told the truth! B. W. (Barney) Ogle, general manager of KRGV Weslaco, Tex., with his pair of whopping "Silver Kings" caught during the Texas International Fishing Rodeo off Port Isabel, Tex., last month. Mr. Ogle won championship honors with 91-lb. and 75-lb. tarpoon catches and proved that some of those tall Texas tales can be true.

EMPLOYMENT DATA

Switched to Labor Dept.

PROCESSING of industry data on employment, wages and hours has been transferred to the Bureau of Labor Statistics, the FCC has reported in an order making final the Commission's proposed amendment of Sec. 0.206 (c) of its rules. FCC will continue to collect the data on forms it has used heretofore, but statistical compilation and evaluation of the data are transferred.

The rules section as amended retains the individual station or network reports within the confidential classification as previously, but in addition provides that the reports can be transferred to the Labor Dept. agency. FCC also stated that BLS will not make available to the public the individual reports although it will issue the general findings.

'TOURIST TIME'

WHLB Salutes Visitors

NEW TWIST in motorist pickup combines ingenuity with broadcasting at WHLB Virginia, Minn., and culminates in the NBC outlet's *Tourist Time*, salute to motorists traveling in Northern Minnesota's Arrowhead vacation land.

Participants are drawn for the program by traffic policemen who stop out-of-town automobiles and invite the drivers to appear on the program. The show, sponsored by the Greater Virginia Trade Div., a branch of Virginia's Chamber of Commerce, has been aired during the months of July and August for the past three years and has proven to be one of the most popular vacation programs on the station.

The Police Dept. co-operates by stopping cars and directing them into parking spaces reserved for the purpose. Five or six cars are interviewed on each program. Tourists interviewed are given gift certificates from member stores of the division and presented with literature describing resorts and fishing spots, as well as samples of iron ore taken from local mines.

Seek Honor Month

PETITION seeking to declare June 1950 "Advertising and Marketing Month" in California has been forwarded to Gov. Earl Warren by Southern California Broadcasters Assn. Purpose is to honor conventions scheduled to be held that month by National Industrial Advertisers Assn. and Advertising Assn. of the West in Los Angeles, and American Marketing Assn. in San Francisco. Idea also is being backed by Southern California Advertising Agencies Assn., California State Broadcasters Assn. and California Newspaper Publishers Assn.

GRADUATE engineering and science students from 22 foreign countries at second foreign student summer project at Massachusetts Institute of Technology visited RCA-Victor plant in Camden, N. J., as part of a tour sponsored by National Assn. of Mfrs.

It takes a lot of horse sense

to maintain a stable advertising program . . . .

in Memphis

you pick a winner when you harness

WMPS

10,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

Programs

FIRST fish she ever caught is handled gingerly by Betty Ross, assistant director of public affairs and education at NBC's Central Division, after an initial deep-sea fishing venture off Daytona Beach, Fla. The fish, top thus far in the king mackerel class of the city's tournament, weighed 19-lbs., 11-oz.

TRANSIT RADIO

Thomas Re-named President

C. L. (Chet) Thomas, general manager of KXOK AM and FM St. Louis, was re-elected president of Transit Radio Inc. at the annual board of directors meeting held Sept. 16 at the Netherlands Plaza Hotel, Cincinnati.

Hulbert Taft Jr., managing director of WKRC Cincinnati, was re-elected chairman of the board. Officers elected for one year are: R. C. Crisler, executive vice president and treasurer; William M. O'Neil Jr., president of WWJ Cleveland, director and vice president; Frank Pellegrin, vice president in charge of sales, and David Gamble, Cincinnati, secretary.

Mr. Thomas, who has been associated with the radio industry for more than 20 years, is first vice president of the St. Louis Advertising Club.

COLOR and excitement of tobacco auctions are transmitted by WCOG Greensboro, N. C., to its listeners each weekday morning. Carrying portable microphone, Wally Williams, station's program director, circulates through warehouse picking up chant of auctioneer, bidding of buyers and interviews with farmers, buyers, auctioneers and on-lookers. Shows are sponsored by Greensboro Tobacco Warehouse.

Hotel Quiz

QUIZ show, *You're the Top*, on WTOP Washington asks all daily contestants the same question. Person who comes closest to correct answer at end of 10-day competition wins trip to New York, tickets to World Series games and accommodations at Knott Hotel provided by sponsor, Knott Hotels. Ten-day contest will conclude with final round in which top winner will be chosen. Typical question is, "How many meals were served in the Knott Hotels last year?" Transcribed sessions of show are aired twice daily.

Recorded Interviews

IN order to add "spark" to afternoon segment of twice daily *For Women Only* show on WCAU Philadelphia, Creighton Stewart, show's m.c., asks question of general interest at end of day's shows and invites listeners to phone him and give their reactions. As many calls as possible are recorded in 15 minutes. Next day between six and ten calls are played back with live interpolations by Mr. Stewart. First day idea was suggested, switchboards were so flooded that unlisted phone number has since been used. Typical questions are, "Do comic books have tendency to cause juvenile delinquency?" "Who should handle the money in the family?" "Should teen agers be allowed to drive the family car without a parent being present?"

Polio Warnings

SEVEN one-minute telephone conversations with physicians on subject of infantile paralysis, typical of conversations being carried on every day over telephone, have been made by WCOP Boston in cooperation with Massachusetts Dept. of Health's Div. of Communicable Diseases. Recordings are aired to warn parents of dangers and symptoms of dreaded disease. Station has sent copies of recordings to several other outlets in state for local airing.

Hobby Parade

TV SHOW featuring famous hobbyists, popular hobbies and handicraft exhibits, interviews and actual "how to do it" demonstrations are presented vit WBKB (TV) Chicago. Shows are sponsored by Handicraft Div. of Burgess Battery Co. Hobby talent search will be conducted in connection with show.

Rotary Clubs Aired

AIRING of highlights of Los Angeles Rotary Club meetings has been started as weekly public service feature by KMGM (FM) Los Angeles. Main speeches given by outstanding members of organization are aired in full during 40-minute programs.

Editors Speak

RADIO and newspapers combine to present Sunday afternoon program series entitled *Country Editor Speaks* on KFH Wichita, Kans. Host for quarter-hour series is Bob Arthur, station's morning news editor. Guests are two local country editors who discuss some problem or phase of news of general interest.

Good Looking!

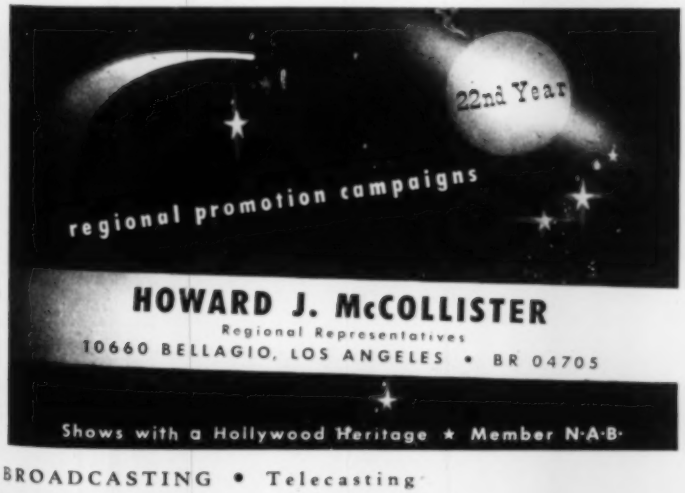
THREE-WEEKLY, five-minute radio show to plug television sets has been started on KECA Hollywood. Sponsored by Hoffman Radio Corp. for Hoffman Television Dealers of Southern Calif., program titled *The Best Looking*, features review of one television show, introduction of video "personality of the day" and television news. Herb Ellis, commentator-reviewer, is featured.

NARND SESSION

Erwin D. Canham To Speak

EVALUATION of radio news as seen through the eyes of a leading newspaper editor will be a feature of the 1949 convention of the National Assn. of Radio News Directors at the Commodore Hotel, New York, Nov. 11-13 [BROADCASTING, Sept. 19]. Convention program Chairman Jack Shelley, WHO Des Moines news manager, said Erwin D. Canham, editor of the *Christian Science Monitor* and past president of the American Society of Newspaper Editors, has accepted an invitation to discuss a newspaperman's views on how radio newsmen have measured up to the opportunities and responsibilities of their medium.

Other NARND convention speakers previously announced include Judge Justin Miller, NAB president; Edward R. Murrow, CBS commentator and two-time winner of the Peabody Award for radio news analysis, and Elmer Davis, ABC news analyst and wartime OWI chief.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regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

TRANSIT RADIO

D. C. Public Hearing Set for Oct. 27

THE EFFECT of transitcasting on the "public convenience, comfort and safety" of bus and streetcar riders in the nation's Capital will be thoroughly explored next month in a hearing which may set a precedent for transit FM activities in other cities.

This was indicated last week after the Public Utilities Commission of the District of Columbia set Oct. 27 for a formal hearing. Protesting civic groups and organizations and individuals will be invited to air their views on the service.

Meanwhile, Capital Transit Co., which now operates over 200 radio-equipped vehicles, and Washington attorneys for Transit Radio Inc., parent organization for the operation, served notice they will file petition to intervene and are preparing joint presentations.

Details on the presentation were not disclosed but Capital Transit is expected to concern itself with the safety issue, while TR will introduce results of a forthcoming survey on rider reactions designed to uphold the popularity of the new medium. Previous tests showed that over 92% approved the service.

The Utilities Commission decided to hold the hearing after receiving over 100 letters attacking transit FM programs of music, news and commercials [BROADCASTING, Aug. 8]. To date, the number of communications received represents only a small percent of all transit riders in the District, and some are "repeats" by the sender, PUC acknowledged.

In addition, many which scored transitcasting also dressed down Capital Transit Co. on other sources of irritation, it was noted.

Public reaction to transitcasting already has been well established, in the opinion of its officials, and the new survey may be introduced at the October hearing as a secondary or counterpoint defense. It is believed that TR and CTC also may include in their joint presentation figures on the correlation between the accident rate on radio-equipped and non-equipped vehicles. A recent study in Houston, Tex., reportedly showed a higher rate on the latter, which TR and CTC may use as evidence that the public safety is not endangered as frequently asserted.

TR's new study will be prepared by Ed Doty, Kansas City, survey expert, who handled the previous projects. It is expected to be available in time for the hearing. Thomas Dowd, secretary of Transit Radio Inc., and member of Pierson & Ball, law firm, will serve as TR counsel, while Floyd G. Awalt will represent CTC.

additional information for buyers of time

This Service-Ad* appears near the WSBT listing in the SRDS Radio Section.

Says one agency Vice-President, "When I'm considering any (spot) advertising, I always read the listings and advertising in STANDARD RATE & DATA for the vicinity I'm interested in.

"When I go to client conferences, I take STANDARD RATE with me. It's not unusual for a client to bring up questions about this or that station. I can always turn to *STANDARD RATE* and, if there's a good ad—an ad that gives me a clear picture of the facility—I can give the client good answers."

Many other buyers of spot time have told us they find that the station *Service-Ads** in SRDS make their job of deciding WHICH STATIONS easier—*Service-Ads** like WSBT's illustrated here.

(NOTE TO STATION MANAGERS: The new "Spot Radio Promotion Handbook" reports, interprets, and translates the buying experience of many radio users into effective ideas for time salesmen, direct mail, trade paper advertising, and Service-Ads*. Copies are available from us at a dollar each.)

* *SERVICE-ADS are ads that supplement listings in SRDS with useful information that helps buyers buy.*

STANDARD RATE & DATA SERVICE, Inc.
The National Authority Serving the Media Buying Function
Walter E. Botthof, Publisher
333 NORTH MICHIGAN AVENUE, CHICAGO 1, ILLINOIS
NEW YORK • SAN FRANCISCO • LOS ANGELES

Commercial

JOHN H. ROHRER, former commercial manager of KPDN Pampa, Tex., joins sales staff of KTRY Bastrop, La.

WARREN F. HAAS, formerly with sales staff of WFEC Miami, Fla., joins sales staff of WVCH Chester, Pa.

DONN SPENCER, salesman at KVOE Santa Ana, Calif., named sales manager.

JAMES R. CUNNISON, formerly with Bolling Co., radio and television station representative, joins Selective Radio Advertising Inc., New York, station representative for FM transit broadcasting. He will serve as national sales manager of firm.

WALTER BROWN, formerly of KRSC Seattle, joins KLAC Hollywood sales staff.

ROY V. SMITH, former account executive for R. D. Altman Assoc., Harrisburg, Pa., assumes same position in spot sales with Alaska Broadcasting System, and **CHARLES E. SODEN,** formerly assistant advertising and sales promotion manager for NBC, appointed account executive for Alaska Network sales at ABS, according to Pan American Broadcasting Co., international radio station representative in New York.

JUSTIN B. GUDELSKY, former salesman with WMUS Muskegon, Mich., becomes account executive with WKBZ same city.

WLW Cincinnati has issued rate card No. 18-D.

MOVING to new quarters are: **EDWARD PETRY & Co.,** station representative, to 143 Park Drive, Boston 15; business offices of **KVOE** Santa Ana, Calif., to Commercial National Bank Bldg., Fifth & Main Sts.

KSTP Minneapolis, Minn. has issued rate card No. 36.

KBTV (TV) Dallas, Tex., apoints **Adam Young Television Inc.,** New York, as exclusive national representative.

W. D. EDOUARDE

Leaves B&B&H for KFWB Post

WILLIAM DOTY EDOUARDE, radio timebuyer with Badger and Browning & Hersey, New York, has been named sales manager of KFWB Hollywood, effective Oct. 3, Harry Maizlish, KFWB general manager, has announced.

Mr. Edouarde

Mr. Edouarde has been with B&B&H for the past seven years and prior to that was with Compton Adv. in a similar post. Before that he was in the motion picture business and was head of his own talent agency.

Edward Whitley, who has resigned from McCann-Erickson, New York, as a timebuyer, will succeed Mr. Edouarde at Badger and Browning & Hersey as timebuyer.

LANGHAM RESIGNS

Leaves RWG Secretary Post

ROY LANGHAM, national executive secretary of the Radio Writers Guild, last week resigned effective Jan. 1.

He said he made the effective date at the end of the year to provide RWG with enough time to take appropriate action on a successor. His resignation, a surprise, has not been acted on as yet by the RWG's national executive committee or national council.

Mr. Langham explained he resigned because he felt the work he was most interested in was concluded when the RWG worked out its five-year contracts for freelance writers with the networks and with advertising agencies, sponsors and independent producers.

For 12 years before coming to RWG in 1946 he was with CBS, last serving there as assistant to the director of broadcasts and before that as manager of network operations department.

The eastern regional office of the RWG also has announced that its secretary, James A. Stabile, will serve as attorney for the office, succeeding Sidney Fleisher, who died Aug. 10.

NBC Programs

IN THE LINEUP of network fall programs published in BROADCASTING's business roundup, Sept. 5 issue, four NBC programs were omitted, accounting for a discrepancy between 56¾ hours of total sales reported for NBC and the 59 hours total reported at NBC Affiliates Convention fortnight ago. Sponsors and programs omitted were: National Dairy Products, *Dorothy Dix*, 77 NBC stations, 1¼ hours per week; Wildroot Co., *Sam Spade*, 165 NBC stations, ½ hour; Animal Foundation, *Close-Ups*, 60 NBC stations, ¼ hours, and Colgate - Palmolive - Peet, *Sports Newsreel*, 139 stations, ¼ hour.

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE, ILL.

Production

EARL SHARLAND, chief announcer for WGLN Glens Falls, N. Y., appointed program director, relieving **WILLIAM KROUGH**, general manager, of those duties. **FRANK MULLEN** appointed chief announcer succeeding Mr. Sharland.

BLAIR BROWN, formerly of WQQW Washington, joins announcing staff of WWDC-AM & FM same city.

JOHN EDWARDS, chief announcer for KATL Houston, Tex., appointed program director succeeding **W. S. NEWKIRK**, who has resigned to enter television.

ERNEST DAVIS, formerly with Sacandaga Broadcasting Co., Gloversville, N. Y., joins WCSS Amsterdam, N. Y., as staff announcer.

MAURICE J. McGARRY, chief announcer at WBEC Pittsfield, Mass., named program director succeeding **GEORGE NESBIT**, resigned. Mr. McGarry was formerly with Fordham U. stations, WFUV, and WGHF New York.

AL FREEMAN appointed director-producer for *Eddie Newman Show* on WPEN Philadelphia.

WARREN L. CHANDLER, former writer, announcer and newscaster for KSFT Trinidad, Col., joins KOOL Phoenix, Ariz.

WARDE DONOVAN, radio and stage vocalist, signed as singing star of Don Lee *Ladies First* show.

VINCE LLOYD, former sports editor at WMBD Peoria, Ill., joins announcing staff of WGN-TV Chicago. He will cover collegiate football telecasts. He formerly worked at WNAX Yankton, S. D., and KTRI Sioux City, Iowa.

LORRAINE HALL, women's editor for KOOL Phoenix, Ariz., writes column, "Every Woman's World" which appears weekly in *Spot Lite*, and monthly in *Arizona Stockman*. She also is editor of children's page of *Indoor Life* magazine.

FRANK G. OPRA, formerly with WSAL Logansport, Ind., and more recently with WEOL Elyria, Ohio, named music director at WMRN Marion, Ohio.

TED TOLL named producer of ABC *Ozzie and Harriet* show starting Sept. 29.

BAMBI MILLER, formerly with Lang Productions, joins KFWB Los Angeles traffic department.

BOB JOHNSON, former news editor of WKBZ Muskegon, Mich., returns to station as program director. He also was with WTAM Cleveland. **BILL BENNETT**, formerly with WKBZ, also returns to station from WMUS Muskegon, to take charge of continuity, promotions, and publicity.

VICTOR CAMPBELL, creator of *Howdy Doody* and writer of radio and television programs, appointed director of production for WBAL WBAL-TV Baltimore. Mr. Campbell began his radio career in 1932 when he joined WGLC Glens Falls, N. Y., as announcer-actor, and later, program director. He transferred to WSYR Syracuse, N. Y., as news editor and publicity director in 1933, and later was with WOR and WKBW Buffalo, N. Y. After war services, Mr. Campbell spent six months as staff production director at WNBC New York.

Mr. Campbell

SKEE WOLFF, writer and producer at WBBM Chicago, is teaching advanced radio acting and announcing classes two evenings weekly for Northwestern U. in station studio.

WALT SHEAHAN, with WROW Albany, N. Y., since 1948, named chief announcer.

BETTY MEARS, radio writer and playwright, joins KTLA (TV) Los Angeles as writer-producer.

EUGENE EUBANKS joins WBBM Chicago as producer. He was formerly with WCON Atlanta and Air Features, New York.

IRVING J. PASTERNACK, former art director for Redfield-Johnstone Inc. and Consolidated Business Service, joins WOR-TV New York as titling artist and animator. He also will assist in advertising and promotion departments.

JEANNETTE SMITH, formerly program assistant, writer and fashion commentator for KTXN Austin, Tex., and author of children's series for KTBC Austin, joins Neiman-Marcus, Dallas specialty store, as assistant to public relations director.

TONY CHASTAIN, sportscaster for WORZ Orlando, Fla., since last December, appointed program director. **MARCIA ROEN** of *The Roens At Home* show on WORZ, named director of women's programs.

DAVID CRANDELL, producer-director of studio telecasts for KGO-TV San Francisco, named instructor of 15-week course in TV production at U. of California's Extension Div.

RITA ASCOT, "Fay" in *Ma Perkins* for past 13 years, resigns effective Sept. 30. She will make her home in Chicago and continue with *Sun-Times Funnies* and *Children's Hour* each Sunday morning on WLS Chicago.

HARRY G. MUNSON, formerly with Twin-City Television Labs, Minneapolis, becomes film editor for WDTV (TV) Pittsburgh.

SAM BECKER, formerly with WSUI Iowa City, Iowa, and WTAD Quincy, Ill., joins staff of U. of Wyoming in Laramie as director of radio.

ROBERT STANFORD, former actor and producer for WFAA Dallas, appointed chief announcer of KBTV (TV) Dallas. He also was formerly with Columbia Pictures.

BOB ACKERLY, KJR Seattle newscaster, is one of three sports experts from West Coast named to 15-man advisory committee for Heisman Award, given each year to "Outstanding College Football Player" by Downtown Athletic Club of New York City. He is only committee member from Pacific Northwest.

LEIF JENSEN, announcer for WDRC Hartford, Conn., and Virginia Cioffi have announced their marriage.

BUZZ ASTON, staff member of KDKA Pittsburgh, is the father of a girl.

BORIS MITCHELL, staff announcer with WORZ Orlando, Fla., is the father of a boy.

PETER STRAND, director of WXYZ-TV Detroit, is the father of a boy, Robert Dennis.

BYNG WHITTEKER, commentator of CJBC Toronto, and **EDNA SMITH**, receptionist of CBC Toronto studios, plan to be married Dec. 3.

Mrs. HAZEL KENYON MARKEL, director of program service for WTOP Washington, took part in production of "The Man Who Came to Dinner" at Olney Theater, Olney, Md., during her vacation.

BRUNO ZIRATO Jr., staff member of CBS, and Barbara R. Keefe have announced their marriage.

LESLIE G. ARRIES Jr., program operations manager of WDTV (TV) Pittsburgh, and Elizabeth Logan have announced their marriage.

WILLIAM DRIPS, former farm director at NBC Central Div. moves to Welches, Ore., near Portland.

ROBERT H. FORWARD, KTTV (TV) Los Angeles program director, named Hollywood radio and television coordinator of American Cancer Society for forthcoming cancer drive for second consecutive year.

JIMMY FULKERSON, single-instrumentalist for KMBC-KFRM Kansas City Mo., and Bernice Andrew have announced their marriage.

The last WORD ...for results in SPARTANBURG
MORE FOR YOUR DOLLAR WITH WORD in Spartanburg
See TAYLOR-BORROFF

WDYX—FM 12,000 WATTS DUPLICATION
—WORD— OF SPARTANBURG
ABC SERVING THE HEART OF THE PIEDMONT CAROLINAS

NEED MORE COVERAGE?

KFYR
550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, N. DAK.

Then you need KFYR and its five thousand watts on 550 kilocycles. Power, plus a choice frequency, amazingly high ground conductivity and 24 years of intense listener loyalty make KFYR the natural selection for the time-buyer who wants to make sure he picks the best buy. Ask any John Blair man.

O. E. Vanerstrom
Station KBRC
Mt. Vernon,
Wash.

"The finest instrument of its kind"

VARIABLE RELUCTANCE CARTRIDGE

SEE PAGE 41

Miss Edith Knutsen
Christiansen Advertising Agency
Chicago, Ill.

Dear Edith:

I reckin' yuh seen in th' papers 'bout th' recession bein' over. Well, jest tho't yer'd like ter know that down here whur WCHS's 5000 watts is what folks lives by there really ain't been much of a recession. Nosirree, our people has been aspendin' money right along, and with th' recession bein' over in other places business'll be better'n ever down here! An' y'know, Edith, our people buys what they knows about—an' effen yer'd like ter know how ter tell 'em what yer sellin', jest look at th' ratin's WCHS got on th' latest Hooper! Charleston's number one station kin really do a job fer yuh in one o' th' country's number one markets.

Yrs.
Algy

WCHS
Charleston, W. Va.

September 16 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KWIK-AM-FM Burbank, Calif.—Designated for hearing application for assignment of license of KWIK, CP for KWIK-FM and application for CP to replace expired permit KWIK-FM; hearing to be held in Burbank.

Transfer Granted

WJBO and WBRL (FM) Baton Rouge, La.—Granted consent to transfer from executrix of estate of Charles P. Manship Sr., deceased, to Leora D., Charles P. Jr., and Douglas L. Manship; no monetary consideration.

WANN Annapolis, Md.—Granted consent to relinquishment of control by Morris H. Blum present majority stockholder; corporate reorganization.

Authority Granted

KSFE Needles, Calif.—Granted authority to suspend operations and remove KSFE from air for period of 30 days from Sept. 15, in order that steps might be taken towards refinancing station's operations.

Hearing Designated

Steitz Newspapers Inc. Lebanon, Pa.—Designated for hearing application for new station on 1340 kc 500 w D.

WGWD Gadsden, Ala.—Designated for hearing application to change power from 1 kw D on 570 kc to 1 kw-D 500 w-N; consolidated same with hearing on renewal of WGWD and made WSYR Syracuse; WWNC Asheville; WKBN Youngstown, WFAA Dallas and WBAP Fort Worth, parties to proceeding.

Selma-Smithfield Bestg. Co., Smithfield, N. C.—Designated for hearing application for new station on 910 kc 250 w D.

Application Denied

WORM Easton, Md.—Denied application for mod. CP for extension of completion date of new station.

KENO Las Vegas, Nev.—Designated for hearing application to change facilities of KENO from 1400 kc 250 w unl. to 1460 kc 1 kw unl. install new trans. and install DA-N.

CP Granted

WSUN St. Petersburgh, Fla.—Granted CP to change DA mount FM ant. on AM tower, change trans. location, and install new trans.; eng. cond.

Hearing Designated

Gretna and Lower Coast Radio and Bestg. Co. Inc., Gretna, La.—Designated for hearing application for new station on 1450 kc 250 w unl. in consolidated proceeding involving applications of Charles Wilbur Lamar Jr., et al. commencing on Oct. 3 at New Orleans before Examiner Jack P. Blume.

WHMB Washington, D. C.—Granted extension of completion date Class B FM station, from Sept 1 to March 1, 1950, on condition construction be completed or station commence interim operation.

Following were granted mod. of CP:

WSPA-FM Spartanburg, S. C.—Change ERP from 262 kw to 4.9 kw; ant. from 2,120 to 520 ft.

WMBR-FM Jacksonville, Fla.—Change ant. height from 500 ft. to 380 ft.

WWHG-FM Hornell, N. Y.—Change power from 10 kw to 8.3 kw and ant. from 580 ft. to 560 ft.

WXRC Buffalo, N. Y.—Change power from 4.2 kw to 4.6 kw.

WKFM Sandusky, Ohio — Change power from 51 kw to 28 kw; and ant. from 295 to 210 ft.

BY A BOARD

Leon Rubinstein, New York—Granted petition, accepted petitioner's comments and gave him permission to participate in television hearing scheduled to commence Sept. 26. Mr. Rubinstein claims to be originator and principal owner of new color TV system.

KPIX San Francisco—Granted STA to operate KPIX and associated relay trans. during other than period of regular program schedule for 30 days beginning Sept. 16, using color transmission system of Color Television Inc.

KGO-TV San Francisco — Granted STA to operate KGO-TV and associated relay trans. on Sept. 19, using color transmission system of Color Television Inc.

September 16 Applications . . .

ACCEPTED FOR FILING

SSA—1150 kc

WSIV Pekin, Ill.—Request for SSA to operate on 1150 kc 100 w N in addition to licensed facilities 1140 kc 1 kw D.

License for CP

License to cover CP new AM station: KNEM Nevada, Mo.; WJMA Orange, Va.; WRMN Elgin, Ill.

ACTIONS OF THE FCC

SEPTEMBER 16 to SEPTEMBER 23

CP-construction permit | **ant.-antenna** | **cond.-conditional**
DA-directional antenna | **D-day** | **LS-local sunset**
ERP-effective radiated power | **N-night** | **mod.-modification**
STL-studio-transmitter link | **aur.-aural** | **trans.-transmitter**
synch. amp.-synchronous amplifier | **vis.-visual** | **unl.-unlimited hours**
STA-special temporary authorization | **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

Modification of CP

KLMS Lincoln, Neb.—Mod. CP new AM station for extension of completion date.

CP to Reinstate CP

KGIB Bremerton, Wash.—CP to replace expired CP for new AM station on 1540 kc 1 kw daytime.

License Renewal

Request for license renewal AM station WVLN Olney, Ill.; WOI Ames, Iowa; WCEC Rocky Mount, N. C.; WAND Canton, Ohio; WMPS Memphis, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: WELI-FM New Haven, Conn.; WMBI-FM Chicago; WJIZ Hammond, La.; WEOL-FM Elyria, Ohio; WRR-FM Dallas; WGBS-FM Miami; WKNY-FM Kingston, N. Y.; WIBA-FM Madison, Wis.

WDXY Spartanburg, S. C.—Mod. CP new FM station to change ERP to 10.82 kw, ant. to 198 ft.

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

AM—1050 kc

WDZ Tuscola, Ill.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw unl. DA-N.

September 20 Decisions . . .

BY THE SECRETARY

WGWR-FM Asheboro, N. C.—Granted mod. CP to change type of trans.

KLMS Lincoln, Neb.—Granted mod. CP for extension of completion date to 11-15-49.

WBOW-FM Terre Haute, Ind.—Same to 10-6-49.

WLET-FM Toccoa, Ga.—Same to 9-30-49.

WOXF Oxford, N. C.—Granted license for new AM station; 1340 kc 250 w unl.

WEEU Reading, Pa.—Granted license change in hours operation from D to unl. install new trans. and DA-N, change trans. location.

KERN Bakersfield, Calif.—Granted license change in vertical ant. and mount FM ant. on AM tower.

WAUX Waukesha, Wis.—Granted CP to replace expired permit to make changes in vertical ant. and install FM ant. on AM tower.

KWOE Clinton, Okla.—Granted mod. CP to omit install. of FM ant. on AM tower.

WHTB Talladega Ala.—Granted mod. license covering change of studio location.

The Outlet Company, Area of Providence, R. I.—Granted license for new experimental TV relay KA-4144 (formerly WIXLD).

WIBC Indianapolis, Ind.—Granted mod. CP for extension of completion date to 12-15-49.

WRCM (AM) and WJMR (FM) New Orleans, La.—Granted application for change in corporate name to Supreme Bestg. Company, Inc. from Supreme Bestg. System Inc.

WHB-AM-FM and KWHB Kansas City, Mo.—Granted transfer of control from Charles R. Cook, deceased to Executors of Estate. Mr. Cook was controlling stockholder of Cook Paint and Varnish Co. which corp. is in turn beneficial owner of all outstanding capital stock of WHB Bestg. Co. No monetary consideration involved.

KRLD-TV KRLD Radio Corp. Dallas, Tex.—Granted mod. CP for extension of completion date to 4-1-50.

WCAT Rapid City, S. D.—Granted extension to remain silent for period beginning 9-13-49; ending in no event later than 9-19-49, in order to give licensed student engineers time to resolve conflicts in schedule.

Keystone Bestg. Corp., Area Harrisburg, Pa.—Granted license for new experimental TV station KG2XAX.

American Colonial Bestg. Corp., East of Arecibo, P. R.—Granted license covering change of power trans. and trans. location WWA-219.

The Chronicle Pub. Co., Area San Francisco, Calif.—Granted license new experimental TV relay KA-4131 (formerly W6XMD).

The Chronicle Pub. Co., San Francisco, Calif.—Granted license new experimental TV relay KMA-577 (formerly W6XKK).

Following granted mod. CP for extension of completion dates as shown: KBTV Dallas to 11-9-49; KSFH Oakland, Calif. to 4-5-50; WCMW-FM Canton, Ohio to 10-11-49; WBCA Schenectady, N. Y. to 12-20-49; WBCC-FM Bethesda, Md. to 10-6-49; KRON-FM San Francisco to 12-3-49; WSLB-FM Ogdensburg, N. Y. to 12-19-49; WNAC-FM Boston to 1-1-50; WLEE-FM Richmond, Va. to 3-17-50; WBIB New

(Continued on page 54)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

Commercial Radio Monitoring Co.
successor of
COMMERCIAL RADIO EQUPT. CO.
Monitoring Division
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE LOGAN 8821
Porter Bldg. Kansas City, Mo.

CLARENCE R. JACOBS
Studio Consultants
Planning - Design - Acoustics
Box 69 - Princeton, Illinois - Tel. No. 4200

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

CONSULTING RADIO ENGINEERS

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Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Little Falls 4-1000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
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FCC Actions

(Continued from page 52)

Decisions Cont.:

Haven, Conn. to 3-30-50; KIMV Hutchinson, Kan. to 1-1-50; WCAL-FM Northfield, Minn. to 3-28-50; WRBL-FM; Columbus, Ga. to 11-1-49.

WVMC Mt. Carmel, Ill.—Granted license for new AM station; 1360 kc 500 w D.

KWBW Hutchinson, Kan.—Granted CP to install new vertical ant. and change trans. location.

WRJW Picayune, Miss. — Granted mod. CP for approval of ant. and trans. location, specify studio location, and change type trans.

KNOR Norman, Okla.—Granted mod. CP for approval ant. trans. and studio locations and change type of trans.

WPMP Pascagoula, Miss.—Granted mod. CP for extension of completion date to 3-7-50.

ACTIONS ON MOTIONS

By Commissioner Webster

KREO Indio, Calif.—Granted petition to accept written appearance in proceeding upon application and that of KPAS Banning, Calif.

KMPC Los Angeles; WJR Detroit and WGAR Cleveland—Granted extension of time within which to file motion to change issues in proceeding in Dockets to Oct. 19.

William and Lee A. Odessky, Los Angeles, Calif.—Dismissed as moot petition requesting Commission accept late written appearance in re application for CP.

John F. Cooke, Houston, Tex.—Granted dismissal of application; denied insofar as it requests dismissal without prejudice; on Commission's own motion dismissal is made with prejudice, and further ordered application of Felix H. Morales be removed from hearing docket.

St. Cloud Bestg. Co. St. Cloud, Minn.—Granted dismissal of application for CP; pursuant to Sec. 1.366 of Commission's Rules and Regulations, application dismissed with prejudice.

Frank M. Helm, Modesto, Calif.—Granted petition to dismiss without prejudice its application for CP.

By Examiner Blume

WJAX-TV Jacksonville, Fla.—Granted leave to amend application so as to change estimated completion date from Oct. 18 to six months after date of Commission's decision in proceeding.

WGBF Evansville, Ind. — Granted leave to amend application so as to modify its proposed DA array, revise estimated cost of construction and make other changes in engineering portions.

By Examiner Bond

The Times-Picayune Pub. Co. New Orleans—Granted leave to amend application for mod. CP to specify reduced nighttime radiation in direction of Canada.

By Examiner Litvin

WHDH Boston; KOA Denver; WXKW Albany, N. Y.—Granted parties indefinite continuance of hearing now scheduled for Sept. 22.

By Examiner Johnson

Jose Ramon Quinones, San Juan, P.R. and WPTF Raleigh, N. C.—Granted continued hearing to Oct. 24.

York Bestg. Co., York, Pa.—Granted continued hearing on application for CP from Sept. 20, to Dec. 21, 1949.

WBBB Burlington, N. C.—Granted petition to advance hearing date on application and that of WINC Winchester, Va. from Sept. 26 to Sept. 21.

Bessemer Bestg. Co., Bessemer, Ala.—Granted leave to amend application in re ant. array, etc., and remove from hearing docket; dismissed insofar as it requests application as amended be reconsidered and granted.

By Examiner Smith

Gralla and Gralla, Tujunga, Calif.—Granted petition to accept late appearance in consolidated proceeding re applications of KWKW Pasadena, Calif. et al.

KWKW Pasadena, Calif.—Denied request for indefinite continuance of hearing on applications of KWKW.

By Commissioner Webster

WINC Richard Field Lewis, Jr., Winchester, Va.—Granted dismissal without prejudice of application for CP to change from 1400 kc to 950 kc, increase power from 250 w unl. to 1kw-D 500 w-N.

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RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

September 20 Applications . . .

ACCEPTED FOR FILING

Special Authority

American Bestg. Co., New York—Request for extension of authority to transmit recorded programs to broadcast stations under control of Canadian authorities that may be heard consistently in U. S.

License for CP

WMUU Greenville, S. C.—License for CP new AM station.

License Renewal

WAPA San Juan, P. R.—Request for license renewal AM station.

Modification of CP

KNBC-FM San Francisco—Mod. CP new FM station for extension of completion date.

WBUY-FM Lexington, N. C.—Mod. CP new FM station to change ERP to 310 w; ant. to 194 ft.

License for CP

KOTA-FM Rapid City, S. D.—License for CP new FM station.

TENDERED FOR FILING

CP to Reinstate CP

KCOI Coalinga, Calif.—CP to replace expired CP for new AM station on 1470 kc 500 w D.

Assignment of CP

KELT Electra, Tex.—Assignment of CP from C. C. Elkins Jr., and Bill Frank Lindsay a partnership d/b as Oil City Bestg. Co. to Oil City Bestg. Co.

September 21 Decisions . . .

BY COMMISSION EN BANC

Extension Granted

WJIM-TV Lansing, Mich.—Granted application for first extension of completion date to Feb. 21, 1950; set aside denial of July 27 also granted mod. application to change site with eng. cond.

Request Denied

American Broadcasting Co.—Denied request for waiver of Section 3.661(b) of Rules from 10 to 10:30 p.m. Sept. 26 and October 3 during televising of football games.

STA Granted

WNBW Washington, D. C.—Granted request for STA to operate WNBW trans. for purpose of testing RCA's color television system in connection with pending TV hearing for period of 90 days.

Extension Granted

Raytheon Mfg. Co., Waltham, Mass.—Granted extension of STA test video trans. and associated aural trans. on Channel 2, (54-60 mc), maximum power output 5 kw, for period beginning Sept. 18 ending no later than Nov. 17, employing RCA superturnstile ant. located on top of testing platform, combined height of platform and ant. not to exceed 50 ft. and existing pole and dipole ant. combined height of which are not to exceed 130 ft. Authorization is granted Raytheon as manufacturer to test trans. using experimental call letters assigned.

Request Granted

Webster-Chicago Corp., Chicago—Granted request to appear and testify in television hearing scheduled to start Sept. 26. Corp. is developer of color conversion adapter.

September 21 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KTED Laguna Beach, Calif.—Mod. CP new AM station for extension of completion date.

KSDO San Diego—Mod. CP new AM station to increase power etc. for extension of completion date.

License Renewal

WSON Henderson, Ky.—Request for license renewal AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WARL-FM Arlington, Va.

License for CP

WHBF-FM Rock Island, Ill.—License for CP new FM station.

TV—76-82 mc

KSD-TV St. Louis, Mo.—AMENDED to change ERP from 20.128 kw vis. 9.838 aur. to 17.1 kw vis. 8.05 kw aur.

TENDERED FOR FILING

Transfer

WJAG Norfolk, Neb.—Transfer of certain shares of stock of Huse Pub. Co., from E. F. and L. N. Huse to their children E. F. Huse Jr., Jean Huse Powell and Charlotte Huse Phelps.

Assignment of License

WVOT Wilson, N. C.—Request for assignment of license of Wilson Radio Co. to Wilson Radio Co. Inc.

AM—590 kc

KUGN Eugene, Ore.—CP to change from 1400 kc 250 w unl. to 590 kc 1 kw unl. DA-N.

APPLICATION DISMISSED

WMBH Joplin, Mo. — DISMISSED Sept. 15 request to change from 1450 kc 250 unl. to 1270 kc, 1 kw-D 500 w-N DA-N.

(Continued on page 83)

CALIFORNIA, as usual not to be outdone by Florida, cooked up a storm of its own fortnight ago and the twister did the above damage to tower of KYOR Blythe, Calif. Loss was estimated at $7,000.

Ad Women Named

APPOINTMENTS of committee chairmen for Los Angeles Advertising Women Inc. were made last week by club president Beatrice Kentz, assistant media director, BBDO Los Angeles. They include: Glad Hall Jones, KRKD Los Angeles account executive, Advertising Assn. of the West and Lecture Course; Virginia Henning, traffic manager, BBDO, Badges; Anita Chester, CBS administrative assistant, Civics; Margaret Zoll, copywriter, Dana Jones Co., Martha Gaston Bigelow, KFOX Long Beach, and Beatrice Kentz, Finance, Gerda Nelson, office manager, Caples Co., Roster.

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CKLW TO 50 KW

Special Show Marks Increase

DIGNITARIES from both Canada and the U. S. were present when CKLW Windsor-Detroit began broadcasting with its new 50 kw transmitter Sept. 7. J. E. (Ted) Campeau, the Mutual outlet's president and general manager, pulled the switch at a party given for radio, press, and agency men.

In keeping with CKLW's 17-year dual coverage of Windsor and Detroit, G. Mennen Williams, governor of Michigan, and Lt. Gov. Lawson of Ontario represented the two countries in the opening ceremonies. Highlight of the affair was the "kick-off" broadcast at 8 p.m. The hour long program originated in CKLW's studios and included good wishes and congratulations by MBS artists as well as stage and screen stars.

In reviewing CKLW's power increase, Mr. Campeau said $400,000 was invested. With the new power, he pointed out, CKLW now covers 198 counties in 5 states, plus 24 counties in Canada, with combined population of 17 million.

Station is licensed to Western Ontario Broadcasting Corp. Ltd. It also operates a 250 w FM station and has an application for a television license before CBC's board of governors. E. Wilson Wardell is commercial manager of station.

RWG, NETWORKS

Start Contract Negotiations

FIRST negotiating meeting between the Radio Writers Guild and NBC, CBS and ABC to work out a new contract covering staff continuity and news writers was held last week. The present agreement will expire at the end of this month.

At the initial meeting James A. Stabile, executive secretary of the RWG's eastern regional office, presented the guild's demands. Among them were a 10% increase for continuity writers, overnight differentials in the news room, and new job and union security clauses. The first meeting at which the substance of the demands is to be taken up is scheduled for Sept. 28.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

Talking informally during the ceremonies are (l to r) Mr. Campeau, Lt. Gov. Lawson and Gov. Williams.

DRAKE ELECTED

Heads Minn. Broadcasters

MELVIN DRAKE, general manager of WDGY Minneapolis, was elected president of the Minnesota Broadcasters Assn. at a breakfast meeting Tuesday held in connection with the NAB District 11 sessions at Minneapolis. Carl Bloomquist, general manager of WEVE Eveleth, was named vice president, and K. M. Hance, vice president of KSTP Minneapolis, was elected secretary-treasurer.

Two new directors were added—G. David Gentling, general manager of KROC Rochester and L. L. McCurnin, general manager of KAUS Austin. Five directors were held over. They are: Odin Ramsland, commercial manager, KDAL Duluth; E. J. McKellar, president, WVOX Moorhead; C. T. Hagman, vice president, WLOL Minneapolis; H. W. Linder, president, KWLM Willmar and John F. Meagher, general manager, KYSM Mankato.

Guests of honor at the breakfast, attended by 25 association members, were NAB President Justin Miller and General Counsel Don Petty.

NOBLE HONORED

Gets Bill of Rights Award

ABC Board Chairman Edward J. Noble last Friday received the 1949 award from The Bill of Rights Commemorative Society for his "distinguished services and contributions to the appreciation of and furtherance of The Bill of Rights."

Presentation was made by Society President Messmore Kendall on the steps of the Sub-Treasury Bldg. in New York, the spot where the first ten Constitution amendments were adopted by Congress.

Blatz Signs 'Duffy's'

BLATZ BREWING Co., Milwaukee (Blatz beer), has signed for *Duffy's Tavern* with Ed (Archie) Gardner on NBC, Thurs., 9:30-10 p.m. EST for 52 weeks from Sept. 29. Agency: Kastor, Farrell, Chesley & Clifford, New York. William Morris Agency handled negotiations, which provided also for exclusive TV rights.

Technical

GLENN H. LAHMAN, formerly with WIKB Iron Mountain, Mich., and WIZE Springfield, Ohio, appointed chief engineer at WAAM (TV) Baltimore. He assisted in WAAM installation.

TOM ASHTON, formerly ABC Hollywood radio and recording engineer, transfers to KECA-TV Hollywood engineering staff.

E. F. JOHNSON Co., Waseca, Minn., makes available new sixth edition of *Johnson Antenna Handbook*. Edition sells for 60¢ and contains 47 pages of useful information on antennas.

AUDAK Co., New York, announces development of Polyphase Reproducer, magnetic unit that plays ten different combinations of record speed. Unit is easily mounted on most arms and has wide range performance.

AIRBORNE INSTRUMENTS LABS. Inc., Mineola, N. Y., has developed wide range power oscillator for measurement and testing procedures in 300 to 2500 mc range. Oscillator, Type 124A, is fully described and pictured in brochure produced by company.

NEW miniature noise generating diode suitable for measurements at frequencies up to 500 mc announced by Radio Div. of **Sylvania Electric Products Inc.**, Syracuse, N. Y. Tube, T5½, type 5722, is designed for standard laboratory noise measurement.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Combined station and commercial manager local Mutual outlet midwestern city 35,000. Management 20 years in radio seeking services of man with qualifications of leader in community. We're looking for man with ingenuity and ambition. The incentive is a minimum guarantee with per cent of profit and opportunity to purchase substantial interest in business. Prefer someone presently employed looking for something better. Write Box 647c, BROADCASTING.

Salesmen

Wanted—Salesman with experience and ability to sell radio intelligently and diligently for Virginia's progressive 1 kw daytime station. Commission on net station time. Liberal drawing account. Opportunity to work up to sales manager position. Give all particulars in the first letter. Box 524c, BROADCASTING.

Experienced local salesman wanted for 5 kw CBS station in one of east's richest markets. Competition keen, but station enjoys top billings, highest Hoopers, greatest coverage. Must have car, best references. Include picture, background, salary requirements first letter. Box 568c, BROADCASTING.

Sales representative. Well-known network station in small New England market has opening. Commission basis. Established accounts. State qualifications. Box 594c, BROADCASTING.

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Salesman-announcer needed to take over auxiliary studio in town of 25,000. Box 702c, BROADCASTING.

Salesman for 5 kw. Independent. If you are experienced, can sell radio intelligently and have a car, we offer you unlimited possibilities. Send full information to: Allan Curnutt, KJAY, Topeka, Kansas.

Announcers

Disc jockey. Experienced, able to build and hold a well-rated audience. Must have proven past performance in similar capacity. Must have ability, stability and highest character references. Tell your complete story in first letter. Confidential. Box 657c, BROADCASTING.

Experienced announcer capable of doing sincere selling job on air and also able to meet and mix with the public. Drifters need not apply. Good opportunity for right man. Local Virginia network station. Send full information first letter. Box 661c, BROADCASTING.

Newscaster 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 667c, BROADCASTING.

Wanted — experienced announcer. Strong on sports. Only experienced need apply. WEAV, Plattsburg, New York.

Announcer. Quality man. Experience necessary. Versatile. No board work. No discs. By audition only. Good starting salary. WHBY, Appleton, Wisc.

Technical

Wanted experienced chief engineer to do 40 hour shift and maintenance. Married. Fine opportunity for hard working technician. Write indicating when available and starting salary desired. Box 823B, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

Program director. Must have successful record in this position with competitive metropolitan market station. Real opportunity to party able to produce. Detail your previous experience, salaries, attach snapshot, and outline fully the duties of program director, as you would perform them. Personal interviews will be arranged with best qualified applicants. Confidential. Box 615c, BROADCASTING.

Program director 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 641c, BROADCASTING.

News director. The man we want is now holding this position in a medium-sized station, doing an outstanding news job, in a competitive market. He is looking for a chance to better his present status. He must be a first-rate newscaster, thoroughly experienced in compiling and editing local and wire news, and be able to manage a news department. All replies confidential. Box 656c, BROADCASTING.

Program director. Network affiliate eastern Pennsylvania. Man must be experienced small station operations with commercial program ideas and ability organize local news department, handle special events, schedule music and build programs. Write giving experience, references and salary requirements. Box 659c, BROADCASTING.

Farm director 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 668c, BROADCASTING.

Experienced copywriter, preferably with announcing ability, wanted by small station in excellent western Pennsylvania market. Box 701c, BROADCASTING.

Situations Wanted

Managerial

Manager, superior qualifications. Can combine programming, sales and management. Desire situation in difficult market. Box 35c, BROADCASTING.

Help! Since attending my first NAB Convention in 1929, 20 years ago and through the years since in serving on numerous NAB committees, many of you station owners and managers reading this have undoubtedly become my personal friends. Will you please, as a favor to me, take a moment of your time to give a little help? After many years as a sales and station manager in this metropolitan five station market and with a well known and highly creditable established record in the broadcast industry, I'm endeavoring (strictly personal reasons) to negotiate a change. Well, have you ever tried to uncover or lineup an opening? It's a new experience and believe me it's tough to dig up leads. I'll appreciate your help very much if you'll drop me a line tipping me off on any openings or reported changes you know about. You'll probably be helping a man who's a friend of yours. I'd do the same for a friend of mine. Thanks. Box 630c, BROADCASTING.

Manager, commercial manager experienced in all phases of radio. Also two years of FM only experience. Recently completed nation-wide survey of FM broadcasting. Available immediately. Box 684c, BROADCASTING.

Experienced manager seeking permanent association with station owner—especially CP holder. Handle complete operation. Compensation secondary to future opportunity. Middle thirties, married, family. Know all phases independent and network operation. Engineering, sales, programming background. Box 511c, BROADCASTING.

Situations Wanted (Cont'd)

Manager, commercial manager experienced in all departments. Desire change from present position. Not afraid of competition. Available immediately. Box 685c, BROADCASTING.

Manager-sales manager. Twelve years experience 250 w-50 kw. Built and put one kw station in black after seven months operation in highly competitive ten-station market. Interested only in solid sales and program policy. Will take part salary in stock. Married, sober. Best references. Box 582c, BROADCASTING.

Opportunity—it knocks all to infrequently, but this is a bonafide proposition. Here's a thoroughly seasoned radio veteran with fifteen years experience in sales and station management; with a good community reputation and character, (married, sober and active in civic affairs) with excellent personal time buyer contacts and friendships; with a creditable NAB committee background, and with proven sales ability. He seeks a change of his own volition. He'd welcome the privilege to provide you the opportunity to personally check his record; then the return opportunity to talk employment. Box 648c, BROADCASTING.

Salesmen

Young veteran, aggressive, civic-minded. Good appearance and personality. Have sound business background with proven sales ability. Graduate School of Radio Technique, Radio City. Desires position with growing station. Box 500c, BROADCASTING.

University graduate, thoroughly trained in radio advertising and sales, desires sales position with future. Experienced, proven sales record, personality, drive, extra-ordinary abilities and ideas. Eastern locality. Box 642c, BROADCASTING.

Former owner of radio stations, 24 years experience, will sell time for a progressive station. Commission basis. Box 646c, BROADCASTING.

Announcers

Former chief announcer—Excellent ad-lib special events, backed by own successful children's show and Latin-American DJ program. Thoroughly experienced with all studio operations, technical and otherwise. Box 412c, BROADCASTING.

Announcer. Single, versatile, dependable. Two years extensive training Chicago Radio College. Box 562c, BROADCASTING.

A-1 experienced morning man for regional to 50 kw station anywhere in United States. College graduate, 27, 9 years experience announcing, programming and selling. Excellent record. Excellent references. Trained and telegenically suitable for television. Seeking advancement. Desire to make change before or shortly after April 1, 1950. Will endeavor to arrange personal interview and audition anywhere east of Mississippi River. If your Hooper's draggin', I'll soon have you braggin'! Box 699c, BROADCASTING.

Announcer. Single, 25, veteran. Graduate announcing school only. Desires position in south. Will consider on-the-job training. Box 571c, BROADCASTING.

Announcer, single, presently employed midwest. Wants position southeast. Excellent references. Box 587c, BROADCASTING.

Announcer-disc jockey. Seven years experience with leading stations both AM & TV. Available immediately. Box 591c, BROADCASTING.

WOR staffer interested in offer from northeast. Good jockey, Bop or Bach. Special events, quizmaster. Box 613c, BROADCASTING.

Staff announcer. Experienced all phases small station operation. Presently employed, midwest, 24, single. College graduate. References. Box 627c, BROADCASTING.

Play-by-play sportscaster. All fields of sport to include capability of managing radio sports department. New and distinctive style of play-by-play that holds the audience. Will be available after November 1. Three years network sportscasting with AFRS in FEC. Box 644c, BROADCASTING.

Situations Wanted (Cont'd)

Top sports announcer fully experienced all sports, direct, wire presentations. Present station can't carry fall, winter sports. Fully experienced all staff work. Present employer will furnish top references. Box 652c, BROADCASTING.

Chief announcer, employed. Seeking advancement large metropolitan station. Six years varied thorough experience, degree, top references. Excellent newsman, jockey, production supervisor. (Led all midwest disc-Hoopers in 1946 and '47). Especially interested program direction. 24, married. Prefer midwest. Box 658c, BROADCASTING.

Two extremely capable announcers, presently employed by prosperous New England independent, seek financial advancement. Well versed in all phases of broadcasting. One excellent for remotes and personality shows. Other currently employed as program director-announcer. Six years experience. Both sober, alert, industrious, clever and dependable. Work well together. Excellent references. Not floaters; but willing to travel for the right job. Box 662c, BROADCASTING.

Wanted, permanent location. Experienced announcer-engineer, loyal, reliable, familiar with all types of record programs. Capable newscaster. Good voice and DJ shows. Willing to travel, 29, currently employed. Best references. Box 670c, BROADCASTING.

Announcer—3 years experience New York City key stations. Can handle board, production, programming and write continuity. Only established stations need reply. Box 673c, BROADCASTING.

A livewire announcer of high "voltage" caliber and "electric" type personality seeks connection at station desiring to increase listener "power". Single, will go anywhere. Box 675c, BROADCASTING.

Disc jockey, am not in love with my voice, have fast moving show with brief, unusual patter. Looking for night show, five years experience records and news. Am now employed, but desire station with ideas. Pack a quick bag. Box 676c, BROADCASTING.

Announcer, 1 year experience. Single, 22, good voice, best references. Now employed in small midwest affiliate. Disc and photo available. Box 679c, BROADCASTING.

Disc jockey, college graduate, two years first string music critic on major New York paper, later columnist with daily feature on music and recordings. Author of several books on recordings and the record industry. Following one year on large eastern regional in major metropolitan market have genuinely impressive sales record and an excellent rating against severe competition. Program is distinctive, friendly, definitely not pompous. Own one of world's largest private record libraries, new four-place airplane. Available because present station is leaving the air. Desire to become part of community and do conscientious job for community, station and commercial accounts. Will guarantee show to attract interest, listeners and sales results and to be a credit to your station. Able to co-operate fully with sales department and promotion. If you are looking for a feature to build up your station rating, sales record and prestige, I can supply it. Box 681c, BROADCASTING.

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

Versatile announcer, 23, well versed at Comprehensive Radio School, Radio City for sportscasting, newscasting, commercial message and acting. College graduate. Youth with the desire and capacity for the futherance of skill. Box 687c, BROADCASTING.

Announcer, 26, single. Want experience. Handle classical music, news etc. Disc, photo available. Box 688c, BROADCASTING.

Announcer-operator. Armed Forces Communications experience. Photo, disc ready. Will travel. Box 689c, BROADCASTING.

Announcer, 26, single. Graduate School of Radio Technique. Operate board. Strong on classical music, news. Have car, can sell. Disc, photo. Box 691c, BROADCASTING.

Experience—Over six years announcing. Education—college degree. Personality-specialize audience shows, children's programs, interviews, news. Married, thirty years old. Desire eastern half U. S. Box 693c, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Sports announcer. All play-by-play ten years. Outstanding sportscast. Box 694c. BROADCASTING.

Announcer, experienced all phases. Strong on DJ. Operate console. Good A.M. man. Box 695c. BROADCASTING.

Staff announcer, four years experience with all type shows. Married. Veteran. Available immediately. Midwest. Box 696c. BROADCASTING.

Wife's health dictates move south. Experienced all studio routine, announcing, news programming. Now employed northern network affiliate. All letters answered. Box 698c. BROADCASTING.

Thoroughly competent, loyal announcer. Able to write result-getting copy. Excellent background in all types of announcing, newscasting, musical programs. For disc and qualifications write Derroll Adams, Box 634, Camas, Washington.

Staff announcer, young, veteran, two years college, thorough knowledge of station operation. Experienced all phases announcing, excellent voice, strong on news, commercials. Salary secondary to opportunity. Disc, photo available. T. J. Beinart, Millstadt, Ill.

Announcer, 30, four years AM staff and sports, play-by-play, handle all type of shows. 1½ years TV sports play-by-play and interview shows. Will travel anywhere. References and disc. P. O. Box 322, Turlock, California.

Want position as staff announcer. Excellent morning man, proven mail pull on hill-billy and disc shows, prefer Tenn, Miss. or La.; nine months radio school and one year experience. Ted Mason, 76 N. Cleveland St., Memphis, Tenn. Phone 36-1869.

Announcer, presently employed. Desires job west of Kansas City. Newspaper experience. University radio graduate, 15 months announcing. Dale Low, 212 Bedford, Moberly, Mo.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production. Pathfiinder School of Radio, 1379 Oak St., Kansas City, Mo. HA-0473.

Announcer, young, ambitious, go anywhere. Some experience. Solid commercials, news, record shows. Also write original copy all type shows. Ideas and imagination. Disc, photo on request. Joe Rossiter, 6649 Ingleside Ave., Chicago, Ill.

Inexperienced announcer, good voice and diction desires position in radio. Willing to work and want to learn. Walter H. Taubert, 18 Grant Avenue, Amsterdam, N. Y.

Announcer, prefer sports-minded station. Abundant knowledge of football, basketball and baseball. Also news, disc jockeying, console operating and ad-lib. Ned Tichenor, 10 Rich Avenue, Mount Vernon, New York.

Fully experienced staff man available. Featured on news, DJ, commercials. Heavy mail puller. Operate console. Disc or personal interview northeastern U. S. Norman Wain, 1009 Foster Ave., Brooklyn, N. Y.

Technical

Engineer licensed. 12 years experience. Box 506c. BROADCASTING.

Engineer, 20 months experience, transmitter, remotes, tape recordings. RCA graduate. Presently employed, desires permanent position with progressive station. Box 557c. BROADCASTING.

Vet radio engineer with fifteen years' experience including one year television, desires position of chief engineer of aggressive television outlet preferably in Rocky Mountain or Pacific coast area. Qualified for installation work. Box 577c. BROADCASTING.

Engineer and announcer with first phone license. Available at once. Experienced disc jockey, remotes, FM, AM. 18 months. Married with family. Sober and reliable. Furnished house necessary. Box 584c, BROADCASTING.

Engineer, single, transmitter and operating experience. 8 months 1 kw FM. Will travel. Box 598c, BROADCASTING.

Engineer, experienced AM, FM. 27, family man, car. Want permanent job. Go anywhere, prefer midwest. Box 643c, BROADCASTING.

Three engineers, 2½ years, 5 months and 4½ months experience respectively. Prefer eastern United States. As a group or individually. Prefer engineering but will consider combination jobs. Complete information, write. Box 649c. BROADCASTING.

Situations Wanted (Cont'd)

New Yorker—Experienced, young, married, looking for permanent position with a future as an engineer within a 300 mile radius of New York. Have worked as combination man. Box 650c, BROADCASTING.

Transmitter engineer—Six years experience AM-FM. Three years studio, three transmitter, remotes. No combo. References, married. Available at once. Box 651c, BROADCASTING.

Engineer, experienced in all phases of transmitter operation, low and high power remotes, maintenance. 1st phone, reliable. Want job with future. Box 654c, BROADCASTING.

Chief engineer. 15 years experience all phases broadcasting AM, FM and TV including administrative engineering position with N. Y. office major network where now employed. Background permits complete planning and execution of new facilities including directional antenna systems and follow thru with operational administration. FE, age 35, family. First phone license. Top references. Box 655c, BROADCASTING.

Engineer—First phone, two years independent and net affiliate experience. Box 660c, BROADCASTING.

Engineer presently employed at 250 watt station. Desire permanent position with future. Single, veteran, 23, car. Will travel. Box 663c, BROADCASTING.

In two years I will inherit the proceeds of a small trust fund. I intend to use the funds to purchase part of a small AM station. I am at present employed at a station where no such opportunity exists and wish to change jobs for this reason only. In present job, I am licensed engineer, announce, manage traffic, and write copy. I am 28, married, and childless. I will travel any reasonable distance from east coast and expect a minimum of $300 monthly. Box 664c, BROADCASTING

Engineer, first phone, experienced AM, FM, 50 kw NBC affiliate, 50 kw New York independent station. Associate IRE, married, 29, veteran, commuting distance New York City. Box 665c, BROADCASTING.

Engineer, 1st phone, 2nd telegraph, AM-FM, 6 years experience in remotes, recording, control room, transmitter, installation and maintenance. 3½ years as chief and assistant chief. Same experience in announcing. Prefer midwest location. Salary secondary. Single, 24. Box 669c, BROADCASTING.

First phone wants job as engineer, three months experience. Prefer to locate in Georgia or Florida. Box 671c, BROADCASTING.

Engineer, 1st phone, experienced, 5 kw AM, 3 kw FM broadcast station. Remotes, control board work. Single, car, will travel. Box 690c, BROADCASTING.

Chief engineer-engineer, AM-FM, can announce. R. C. Barritt, 1200 Susquehanna, Pittston, Pa.

Vet, first phone and telegraph. No broadcast experience, two years C. W. No drifter, own car, will go anywhere eastern seaboard. Sal Giammanco, 624 Hendrix St. Brooklyn N. Y.

First phone, 2 years radio and TV training, experienced serviceman. 2½ months commercial operation 250 w AM, 1000 w FM, recording, playbacks. Age 32, car, married. Combination work acceptable. Midwest or northeast preferred. F. Martin, 2311 Tuxedo St., Detroit 6, Mich.

Engineer, first phone, ham. Graduate RCA. Sound, television broadcasting. Year servicing experience. Veteran, 22, single. Will travel. Hal Schneider, 2004 Newbold Ave., N. Y., 61, N. Y.

First phone license. Vet., 25, have car, will travel. James Turner, 6609 Avenue T, Brooklyn 34, N. Y.

Production-Programming, others

Capable college educated, well-recommended young woman experienced in traffic and copy. Wants responsible position in Washington D. C. station. Box 795B. BROADCASTING.

Experienced program director with complete knowledge all phases station operation looking for opportunity for professional advancement where sincere hard work will pay off in financial advancement as well. Programs both saleable, listenable. Liked and respected by staff, sponsors, community. Can build prestige of station and make it vital part of community. Background includes experience selling, all types announcing, some copywriting, program director on both east and west coast stations. Top quality voice. Details, disc, references. Box 437c, BROADCASTING.

Situations Wanted (Cont'd)

Program director-announcer. Radio 3 years. Know all phases. Presently P.D. net affiliate. Family man. Age 26. Minimum salary $50. Box 490c, BROADCASTING.

University graduate in radio journalism desires opening. Can handle news operation or any part of it. Reporting, editing, rewriting, airing newscasts. Single. Prefer midwest or Pacific northwest. Box 527c. BROADCASTING.

Top newscaster. Age 30, 3 years experience. Particulars on request. Box 565c. BROADCASTING.

Young lady, fully experienced in continuity, traffic and production. Box 566c. BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c. BROADCASTING.

Experienced assistant director. Solid background of theatre, radio, television. College grad. Produced, wrote own TV show. Best references. Resume. Box 632c. BROADCASTING.

Commercial copy written by mail low rates, dependable efficient service. Box 653c. BROADCASTING.

Versatile Northwestern University graduate, music, radio training. Previous radio experience. Continuity, announcing, sales. Presently employed assistant manager in established business. Desire responsible position. Married. Family. Box 677c. BROADCASTING.

A man and wife team have fostered a scheme for an all night disc jockey show, music and chatter, news and what-have-you. For selling and interest . . . y'know. P. S. Lets mention here too, there's other things we do. Box 678c. BROADCASTING.

Audience survey expert. Five years in radio research organization. Know listener surveys, field work through printed report. Can prove how to improve programming, ratings. Let me interpret survey figures so your salesmen can increase time sales. Have basic knowledge of advertising. Prefer central or south. Box 683c BROADCASTING.

Editor-commentator-continuity, young lady thoroughly experienced all phases radio. Box 685c, BROADCASTING.

Television

Announcers

Engineer. 3½ years experience all phases sound broadcasting. Very desirous of breaking into TV. Some theory. Age 26 and single. Two years college. Veteran. Box 700c. BROADCASTING.

Production-Programming, others

Producer-director. Over two years experience in network originating station. Studio, remote, film, traffic, network coordination. All sports productions. Ability to train inexperienced personnel. Paying program ideas. Married. College. Present station knows of this ad. Full particulars references on request. Box 640c, BROADCASTING.

Production assistant, capable, energetic young graduate of New York television school. Can assume varied duties. References. Box 692c. BROADCASTING.

For Sale

Stations

For sale, well established radio station in Texas. 250 watt, making money. Owner in bad health reason for selling. Box 697c. BROADCASTING.

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c. BROADCASTING.

For sale one kilowatt Western Electric transmitter. Also self-supporting Blaw-Knox tower, one hundred eighty-two feet. KSAL, Salina, Kansas, N. E. Vance, Jr., Chief Engineer.

RCA No. 768 console, serial 1008. Splendid condition. Now in use. $350.00. WHAR, Clarksburg, West Virginia.

For Sale (Cont'd)

For sale. A 250 watt RCA transmitter, type 250-K, excellent condition. 2 crystals for 1400 kilocycles operation. 1 GR modulation monitor, excellent condition. Best offer. Contact Welton Roy, WHBQ, Memphis, Tennessee.

Western Electric 250 watt transmitter model 310-B, fair condition. $250.00. Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

For sale. 300 foot Lehigh tower, self-supporting, base insulators, flasher, beacon, sidelights. Chief Engineer, WLAW, Lawrence, Mass.

For sale: tower, 285 ft. guyed, uniform crossection, composite. Priced complete with guys, A-3-B lighting, less base insulator. Presently supports Collins 37-M-4 FM antenna and 3⅛ inch line. FM antenna mast mounted. Good condition, in use until approximately November 1. Shipped FOB, $1800. WORD, Spartanburg, S. C.

Wanted to Buy

Stations

Will buy a radio station if price is reasonable. Box 645c. BROADCASTING.

Equipment

Phonograph records. Clear channel station requires complete library. Predominantly popular (old and recent) standards. Good condition, preferably catalogued. Submit details, price. Box 666c. BROADCASTING.

Needed immediately, 10 kw used transmitter, studio equipment. Must be guaranteed good condition. Details, lowest cash price. Box 140, El Centro, California.

Complete A-3 lighting equipment for two 200 foot towers. Give itemized and total price, complete description. Hollingsworth, 930 N. Baker St., Stockton, Calif.

Wanted—Transmitter and studio equipment for 250 watt AM and 1000 watt FM station also self-supporting tower 200' 30 pound windloading. United Broadcasting Co., 301 East Erie Street, Chicago, Ill.

Situations Wanted

Managerial

GENERAL MANAGER

Fourteen years experience in all phases of radio. Has "sold" himself at present station; might mean I'm the man you're looking for. Young and aggressive. I want a job, not a position. Present managerial job excellent but feel qualified for something bigger. Write Box 672c. BROADCASTING.

Schools

The SCHOOL of RADIO TECHNIQUE

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HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television

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(Continued on next page)

School (Cont'd)

NATIONAL ACADEMY OF BROADCASTING, INC.

NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

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Want to be a broadcaster?

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Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name.....

Address.....

City.....State.....

Miscellaneous

TRANSMITTING

TUBES REPAIRED

Lewis and Kaufman, Inc.

Box 337, Los Gatos, Calif.

Respects

(Continued from page 36)

Griswold, Eschelman as an account executive and for several years headed the sales department of the Miller Rubber Co. in Akron, Ohio.

During the war production years of 1940-1944, Mr. Terry was with Trailmobile Co. of Cincinnati and like many a U. S. business executive, worked tirelessly in cooperation with officials of the armed forces.

In 1944 Marshall Terry came to the Crosley Corp.'s WLW Cincinnati in the merchandising department. Long recognized as a leader in the radio field, the department moved ahead under Mr. Terry, and new plaques appeared in the Crosley Square lobby for merchandising and promotion.

Mr. Terry stresses need for teamwork in video and couples it with advancement within the organization. In lower echelon jobs he now has assembled the nucleus of an executive reserve capable of meeting Crosley's mushrooming needs in the television field.

Marshall Terry reflects the Crosley policy of advancement from within the ranks to new firing lines. He was the firm's careful choice for television vice president.

Setting high standards for himself, characteristically Mr. Terry sets high standards for his staff. "I'm satisfied," he says "with less than 100% performance—but not less than 100% effort."

Under his leadership video costs are being pared, programs and timing between Cincinnati, Dayton and Columbus are being improved. Mr. Terry's thoroughness has resulted in many improvements—new afternoon programming, unique commercial treatments, novel program ideas and the "TV classified section" on Crosley video.

As vice president he is constantly on the look-out for new ideas and welcomes suggestions from everyone. His weekly TV program meetings are open to ideas from traffic, engineering and publicity. One program meeting was thrown open to a Cincinnati ad agency representative who criticized WLWT honestly and thoroughly. Mr. Terry listened carefully, admitted the station's shortcomings, and promptly drew up plans to correct them.

Mr. Terry also is a leader in civic and fraternal organizations. He is president of the Cincinnati Sales Executives Club, vice president and director of the Cincinnati Economy Drug Co., a member of the Walnut Hills Christian Church, the Cincinnati Club and Cuvier Press Club. He still finds time to indulge his hobbies, gardening and fishing, and he is a master outdoor cook, specializing in grilled chicken.

The Terrys—she is the former Margaret Carpenter of Cleveland, a gradulate of Sweetbriar—have three teen-aged children, Marshall, 18, Lee, 16 and Sandra, 13.

For Sale

Station

TEXAS

the finest small radio station in the Lone Star State is for sale.

250 WATTS

see it . . . listen to it . . . you'll agree it's a model operation.

100,000 POPULATION

is the figure for its trade territory.

Write Box 680c, Broadcasting

Equipment

● One 250 watt General Electric FM broadcast transmitter, model 4BTIA1 and one FM monitor. Equipment used very little. Best offer accepted for quick sale. Contact Mr. A. Kofman, Times-Star, Alameda, Calif.

Employment Service

TOP TALENT AVAILABLE

Directors, Writers, Salesmen, Announcers, Engineers, Office Help all on file with Graebner's — Radio's newest and most progressive agency. Advise us of your job openings and we'll help you in a hurry.

Graebner's Radio Placement
410 Syndicate Bldg.
Minneapolis 2, Minn.

WMT SPARKLER

Ex-Con Aids Jewelry Spot

A FORMER CONVICT confessed his crime to a radio audience during a news cast recently to prove that some stations will do "anything" for a sponsor, WMT Cedar Rapids, Iowa, reported last week.

Opening commercial on the WMT newscast, sponsored by Ginsberg Jewelry Co., Cedar Rapids, read: "When you choose a diamond, you want perfection. Perfection is what you get at Ginsberg's. Remember, if you're not confident of your diamond be confident of your jeweler." Newscaster Howard Anderson then introduced the ex-convict who said he planned to surrender to federal authorities the next day and plead guilty to swindling a widow out of $18,075 in a phony diamond deal.

During the interview, he admitted he had agreed to buy "hot diamonds" in Chicago for the Iowa widow but had purchased cheap imitations instead. He pleaded guilty to extortion charges in court the next morning and was sentenced to federal prison. "It certainly was the first time WMT—or any other station—ever had an opportunity to demonstrate so strikingly the truth of their commercial message . . ." Leo Cole, promotion manager, said.

RED INROADS

In Radio Shown In Probe

THE INROADS of Communism on electrical and radio worker unions in the United States, and on commercial broadcasting at the licensee level, loomed sharply out of testimony revealed within the past fortnight by the House Un-American Activities Committee.

The group has been probing Communist infiltration of American labor unions, and in particular the UERMWA (CIO)—United Electrical, Radio and Machine Workers of America Local 601. A former Communist, Joseph Zack Kornfeder, testifying on those infiltration tactics and committee exhibits branded several UE agents as either Communist or fellow-travelers during the hearing.

Commercial radio appears to be one target in Moscow's master plan to dominate the engineering and electronics fields, according to exhibits introduced by Louis Russell, a senior investigator for the committee. Cited was Peoples Radio Foundation Inc., which applied to FCC in 1945 for an FM broadcasting license. It finally was denied by the Commission last year [BROADCASTING, April 12, 1948].

Files showed that the largest single stockholder in the Foundation was UE's District 4, with others including the International Workers Order, International Fur and Leathers Workers Union, and the Russky Golos Publishing Corp. The Foundation was cited as subversive by then Atty. Gen. Tom Clark.

Testimony by Mr. Kornfeder indicated unequivocably that Moscow has its eye on Uncle Sam's more than two million radio, electrical and related workers whose agents maintain nationwide bargaining relations with large electrical and engineering firms.

California Radio Properties

AM and FM - $32,500.00

These properties, located in one of California's most attractive cities, easy living—excellent business—are priced at approximately the investment. Owner is selling because of his interest in wide expansion of major market radio property. Price $32,500.00. Terms 25% in escrow at signing of contract, 25% on FCC approval and the balance out over three years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

DEFENSE PLAN

Setup Includes Radio

A BLUEPRINT sketching the role of communications in overall civil and military defense planning was furthered last week with assignment by the Munitions Board of Army-Navy-Air Force personnel charged with responsibility for mobilization production of communications and electronics equipment.

The board announced members to the reconstituted Joint Communications and Electronics Equipment Committee, to be headed by Maj. Gen. Patrick W. Timberlake, USAF, Munitions Board's director for military programs. The committee is responsible for industrial mobilization, rather than strategic planning, on behalf of the military, and is part of the overall civil-military defense plan effort.

It falls within the entire program being developed by the Federal Works Agency and previously announced by John R. Steelman, the President's assistant. National Security Resources Board is charged with coordination of the planning effort within the federal government.

A host of federal agencies and departments are participating in the effort by furnishing plans to include estimates for manpower, facilities, services, etc., looking toward civil defense in the event of war. Communications plan would deal with "emergency measures for the regulation of . . . communications facilities and services and the restoration of order," including conditions under which martial law would be declared and methods for invoking it.

FCC and the broadcasting industry would be included eventually in the plan, furnishing services and counsel with respect to mobilization of resources.

WESTERN Electric Co., New York, board of directors declared dividend of $1 per share on outstanding capital stock payable on Sept. 30 to stockholders of record Sept. 23.

Allied Arts

EDNA BARNES, WCBS New York record librarian for eight years, joins Lang-Worth Feature Programs, New York. She will serve as assistant to **WINIFRED O'KEEFE**, vice president in charge of artists and repertoire, and will work on music research, copyright data and new catalog to be issued concurrently with new Lang-Worth 8" transcription library.

TELEVISION RESEARCH Assoc., Hollywood, changes name to **Coffin, Cooper & Clay** and moves to new offices at 1757½ N. Ivar. In addition to television research, firm will do all types of media and commercial research. **JOSEPH H. COFFIN** is president. Phone is Hudson 2-7251.

Equipment

DR. JAMES G. BUCK, former assistant professor of physics, U. of Notre Dame, appointed head of cathode chemistry group at product development laboratories, Sylvania Electric Products Inc., New York.

D. E. WESTON, former assistant television receiver sales manager, appointed merchandising manager of General Electric Co. Receiver Div., Syracuse, N. Y. **J. W. RONDEL**, former sales manager of G.E. table and portable radios, appointed assistant to general sales manager of company's Electronics Dept. **G. O. CROSSLAND**, former sales manager of console radios, will work with table and portable radios in new position as sales manager of G.E. radios for Receiver Div.

RCA Tube Dept. has prepared "Radio-Repair and Tune-Up" merchandising campaign for use by service dealers. Campaign is aimed toward encouraging owners of estimated 10 million defective radio receivers in U. S. to have them repaired at reasonable prices.

Woods-Cobb Nuptials

PATRICIA WALTON WOODS, daughter of Mark Woods, ABC president, was married on Saturday, Sept. 17, to George H. Cobb 2d, of Columbus, Ohio. Wedding was held at Christ Church, Short Hills, N. J., the bride's home town.

THE NEWLY crowned "Miss America" pauses after her appearance on the *Dick Gilbert Show* over her hometown station KTYL Phoenix, Ariz. With her is Mr. Gilbert who was among the first to interview Miss Jacque Mercer after she won the "Miss America of 1949" title.

KPOJ at New Studios

KPOJ Portland, Ore., has moved to new studies at Odd Fellows Bldg., 1019 Southwest 10th Ave. The Mutual-Don Lee outlet was formerly located in the Taylor Bldg.

RCA FELLOWSHIPS

Awards Go to 14 Students

RCA FELLOWSHIPS for the academic year 1949-50 have been awarded to eight graduate engineering students chosen by the RCA Fellowship Board of the National Research Council, two graduate students selected for fellowships established at Cornell and Princeton, and four engineering employes of RCA picked on a competitive basis by the RCA education committee.

The 14 award winners and the schools they will attend were announced Tuesday by C. B. Jolliffe, executive vice president in charge of RCA Labs Div. and chairman of the education committee.

They are: Arthur LaVerne Aden, Harvard; Robert William Olthuis, Michigan; Charles K. Birdsall, Stanford; David Carter, Stanford; William A. Craven, Princeton; Gerald Estrin, Wisconsin; Bob Fumio Naka, Harvard; Howard C. Poulter, Stanford; David F. Woods, Cornell; T. R. Williams, Princeton; Joseph Reed Polytechnic Institute of Brooklyn; Alan D. Sutherland, Illinois; Jerome L. Grever, Purdue; Joseph P. Ulasewicz, Rensselaer.

Hooperating Ad

EFFECTIVE with the Sept. 15 issue of the Hooperatings pocket-piece, covering audiences of network programs for the week of Sept. 1-7, the percentage of available homes is reported for each quarter-hour period of the week. Available homes is defined as the "percentage of total homes in which someone was at home and awake."

JUST ARRIVED!

MORE BINDERS

AT REDUCED PRICES

. . . to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

HOLDS 6 MONTHS' ISSUES

Pictured here, this 9½"x13" binder is of sturdy blue leather-cloth, kivar lining, canvas joints, constructed to last for years.

Send coupon today. Orders filled promptly.

$4 ea.

(5 or more $3.50 ea.)

ORDER TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

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KGW
KGW-FM
PORTLAND, OREGON
AFFILIATED WITH NBC
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

N.W. AYER

Hower Book Dissects Agency

THE HISTORY OF AN ADVERTISING AGENCY, Second Edition. By Ralph M. Hower: Harvard U. Press, Cambridge, Mass. 647 pp. $7.50.

THE development, organization and operation of a single advertising agency—N. W. Ayer & Son Inc., Philadelphia—are dissected in a thorough, well-documented manner in *The History of an Advertising Agency*, now off the Harvard U. Press.

As its title indicates, the book chronicles, digests and interprets the entire advertising field from its "drummer" days to its present status as a billion-dollar industry. The author, Prof. Ralph M. Hower, of the Harvard Graduate School of Business Administration, records the history of the Ayer agency through World War II up to the present time, tracing the firm's recovery from a critical transition in ownership and management.

Commission System

Along the way of this revised edition (the first printed in 1939), Prof. Hower delves into the start of the agency commission system, introduction of packaged foods, rise of institutional advertising and adjustments wrought by the advent of commercial radio and the rise of television.

Because the book covers so much, specific references to radio and television advertising are interwoven throughout its pages. Packed into the 647-page volume, replete with studies, charts and analyses of the various aspects of agency operation, are the author's detailed interpretations.

Part I consists of an historical sketch of the agency which provides the background for Part II in which Prof. Hower digs into the various aspects of the business. In the latter section are references to such interesting problems as copy testing, legal disputes, agency-client relationships and attitudes, competing accounts, rate problems and loss of accounts.

With the book's publication, Prof. Hower revealed in its pages a recent change in Ayer billing procedures, necessitated by the new importance of TV in the advertising field. The agency now charges its clients a straight 15% of card rates for space and time and 15% on commissionable production and costs instead of 16⅔% on the net cost of space and time and on preparation. In view of the fact that show production costs in TV may often account for a higher percentage of total costs, the new commission basis is tuned to eliminate any possible differential wherein the more than 16% commission might result in higher charges to a client.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*

KANSAS CITY 6, MISSOURI

ENGINEERS' DATA

New FT&R Handbook Issued

REFERENCE DATA FOR RADIO ENGINEERS, Third Edition. By Federal Telephone and Radio Corp., New York: Knickerbocker Printing Corp. 640 pp. $3.75.

THIRD EDITION of this exhaustive reference work, the first of its series on technical progress "to be prepared in large measure under the freedoms of peace," brings the practical engineer or researcher up to date in the major communications fields. In compact size, the book is designed to fill a gap "in our field of technical books between textbooks and handbooks."

The foreword further explains that the volume is a "comprehensive compilation of basic electrical, physical and mathematical data frequently needed in the solution of engineering problems." The editor is F. J. Mann, manager of the technical publications division, International Telephone and Telegraph Corp., parent firm of FT&R. The work also includes contributions from the field.

Subjects covered include frequency data; units, constants and conversion factors; properties of materials; components; circuits; filters; tubes; wave guides and antennas; propagation, and electroacoustics, in addition to AM, FM and TV phases of broadcasting. Numerous formulas and tables also are given. Volume also incorporates agreements and data of the International Telecommunication and Radio Conference of Atlantic City of 1947.

SCRIPTS written by Carl Person for *Invitation to Vacation*, five-minute daily tourist promotion show on KJR Seattle, will be included in the U. of Washington's permanent Pacific Northwest Collection of Literature.

MODESTO GRANT

Goes to Schacht Group

INITIAL decision to grant new AM station on 1360 kc with 1 kw fulltime, directional night, to Radio Modesto Inc., Modesto, Calif., was reported by FCC last week. Report was that of Hearing Examiner James D. Cunningham.

Radio Modesto formerly had received a proposed grant for the facilities from the Commission last February [BROADCASTING, March 7], but the FCC had subsequently set the grant aside upon finding that the proposed transmitter site for the station had failed to be approved by the Civil Aeronautics Adm. At the time of the original decision, the Commission had favored Radio Modesto's bid over that of Frank M. Helm, who had sought the same facilities there.

Mr. Helm in mid-September requested that his application be dismissed, thus leaving the way open for grant of the Radio Modesto request. FCC has concluded in the new initial grant that Radio Modesto already has received legal and other approval and the grant is conditioned upon the applicant's securing a transmitter site which will meet CAA specifications.

Radio Modesto includes John H. Schacht, general manager of KSMO San Mateo, Calif., who is 50% owner and is to be general manager; Richard J. Giddings and William W. Giddings Jr., in real estate and insurance, 16⅔% each, and John E. Griffin, attorney, 16⅔%.

Canada Receivers

CANADIAN radio receiving set production for first five months of 1949 totalled 274,000 sets, according to figures released in mid-September by the Dominion Bureau of Statistics at Ottawa. Shipments for domestic consumption totalled 240,900 sets valued at $18,002,000. Average set price by manufacturers list price was $31. Exports during the period slightly surpassed imports from the United States, exports being 17,300 sets, imports 12,300 sets.

Si (Too) Willing

A STAFF announcer at KWTC Barstow, Calif., is being very careful these days of the liberties he takes with figures . . . of speech, that is. In telling about a sale the local Paul's Shoe Market was having, Si Willing announced that the shoes were marked down to $3.98 . . . that they were "giving them away for peanuts." Shortly after, Announcer Willing received a call from a very irate Paul. Seems that a literal-minded lady customer had just come in, picked out her pair of shoes, handed the clerk 398 peanuts, and left. The commercial was revised.

PAIGE VICE PRESIDENT

Of Intermountain Network

APPOINTMENT of Jack Paige as vice president in charge of programs and promotion of the Intermountain Network Inc. was announced today by George C. Hatch, president. Mr. Paige will headquarter at Salt Lake City after Nov. 1, when his resignation as program manager of MBS in New York takes effect.

Mr. Paige

Mr. Paige started in radio as a producer at NBC in 1935 after a career in the theatre, both as an actor and director. Later he served as a freelance director in Chicago; manager of WSLB Ogdensburg, N. Y.; Cowles stations promotion director; director and coordinator for MBS at WOL Washington. He was promoted to special events director for Mutual and became program manager of the network Dec. 1, 1948.

COMPLETELY automatic 45-rpm record-playing attachment (Model 9JY) offered to public at price of $12.95 by RCA Victor, Camden, N. J.

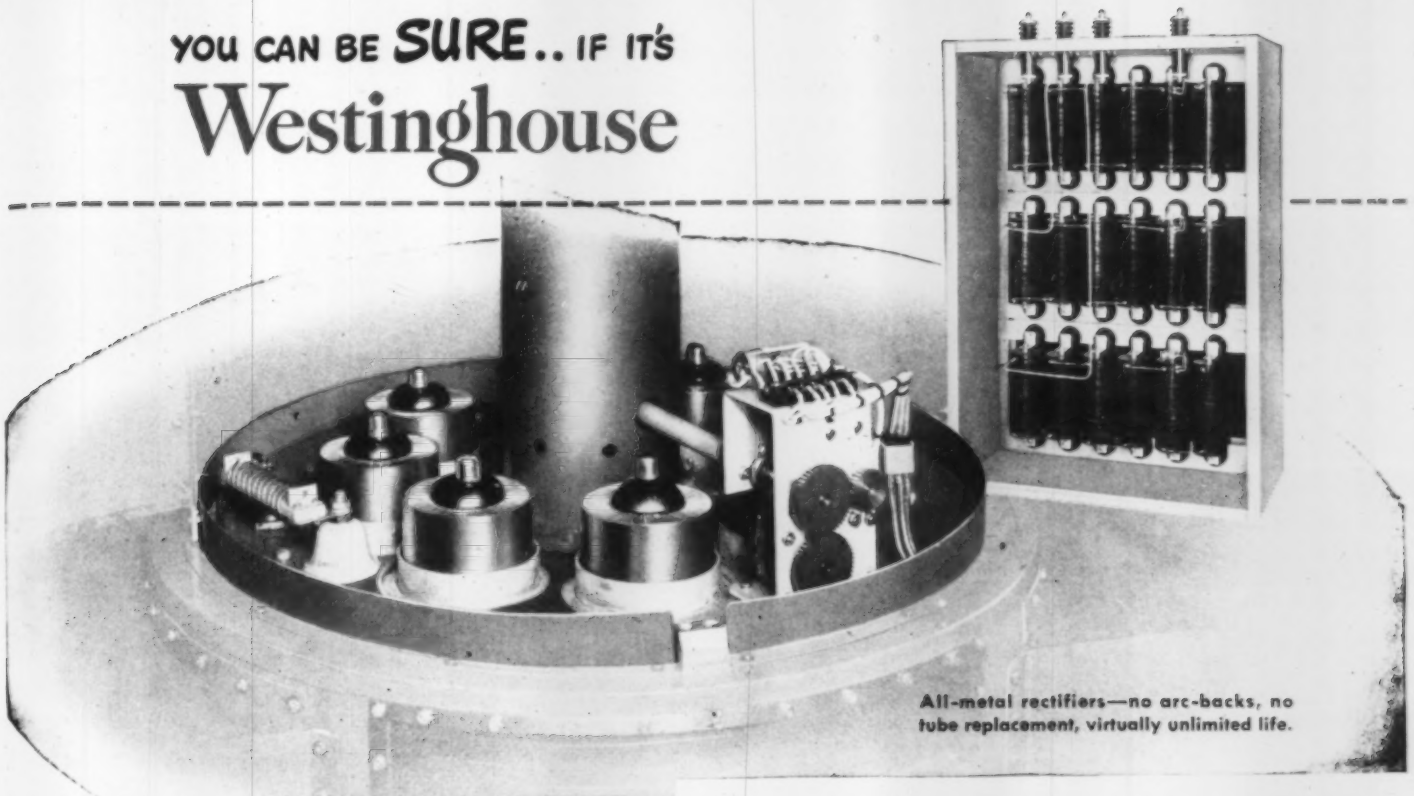
REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

YOU CAN BE **SURE**.. IF IT'S

Westinghouse



All-metal rectifiers—no arc-backs, no tube replacement, virtually unlimited life.

CUT COSTS 4 WAYS...

with the Revolutionary "SYMMETRON"*

Every major operating cost, *plus* installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. **TUBES:** Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!
2. **POWER:** High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.
3. **INSTALLATION:** Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.
4. **RECTIFIER:** Dependable, long-life, metallic main rectifier eliminates high-voltage, mercury-vapor tubes. Saves on tube replacement and outages.

Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa. J-02168

*Trademark

Westinghouse

FIRST IN BROADCASTING

Promotion

"YOUR business is your bread and butter! When that butter is Cottage CREAMERY—it's good business and you become a butter breadwinner!" Thus begins letter sent to 500 outlets in area of WHBC Canton, Ohio. Letter announces spot campaign begun on behalf of Cottage Creamery. Other promotional mailings include giant postcard sent to 1,500 outlets of Nickles Baking Co., Navarre, Ohio, calling attention to their *Telephone Quiz* series. Card features show's Hooperating and encourages dealers to promote program on their bread racks. Another card has been sent to 500 dealers on behalf of Chase & Sanborn coffee's spot campaign on *Carol's Notebook* daily show. Card reads, in part, "Stock up—Display—Suggest—Remember: WHBC reaches More people MORE quickly MORE often." Grocers in area also have been sent card announcements of Post's Puffed Rice and Puffed Wheat spot campaign on station.

Radio Sundae

COLORFUL sign covering entire mirror over fountain of Liggett's Rexall drugstore in Asbury Park, N. J., has been provided by WJLK (FM) that city. Antenna with station call letters are at each end of mirror. In middle is large sign reading, "Liggetts is on the air! WJLK Sundae 30¢ every day WJLK 94.3 on Your FM Dial!" Cloud-like signs on either side of central sign suggest other ice cream dishes. Antenna, clouds and sign are connected by radio bolts.

Peach of a Pair

PEACH harvest of western Colorado is utilized by KFXJ Grand Junction, Col., for annual promotion. Calling itself and Mutual "A Peach of a Pair," station sent out mixed packages of peaches and pears to agency personnel. Fruit was served to passengers at airlines and railroad terminals and spot interviews with recipients were aired.

Town Crier

LATEST mailpiece from WPEN Philadelphia concerns Ham Dalton, dubbed by station as "Philadelphia's Town Crier." Message on piece reads, in part, "The Town Crier rings the Bell!. . . . The 'Town Crier' speaks fearlessly and without restraint. Maybe you'll love him. Maybe you'll hate him. But once you've heard him, you'll always listen!" Show is aired nightly.

National Mention

REPRINTS of articles referring to WCCO Minneapolis taken from *Time*, New York *Herald Tribune* and New York *Times* have been combined on promotional sheet sent out by station. Articles refer to experiments with commercials conducted at station by Howard S. Meighan, CBS vice president; study of news sources by Sig Mickelson, news and special events chief for station, and WCCO's broadcast of Pillsbury Mills stockholders meeting.

'Ideally Suited'

BRIGHT pink card is used by KSD-TV St. Louis to announce that its telecast of 1949 Veiled Prophet Parade and Ball Oct. 4 and 5 will be "ideally suited for the promotion of television receiver sales in dealer's showrooms." Card adds, "Plan now to have YOUR best television prospects in YOUR store on the evenings of Oct. 4 and 5."

How Many Baseballs?

SHOWING result of FM exclusive baseball for past two years over WACE-FM Springfield, Mass., contest awarding free baseball tickets and bus transportation to Boston for Red Sox-Yankee game was arranged by station. Listeners were asked to try to answer question, "How many baseballs did the Boston Braves use in the 1948 season?" Only one spot announcement concerning question was aired on station but 1,577 letters attempting to answer it were received from five states, station reports.

Booklets and Signs

LARGE booklet containing information concerning CBS-TV stars with background information on medium will be sold during coming year to viewers of WBKB(TV) Chicago, which affiliates with CBS next month. Additional promotion for tie-up is installation of neon signs giving station call letters in windows of several hundred stores and shops in business districts.

Soup Stew

NATIONAL controversy was stirred up recently by Mary Biddle *Chatterbar* program on WIP Philadelphia. Mrs. Biddle asked Louis Turco, president of Epicurean Club of Boston and executive chef of Somerset Hotel, Boston, and Andre Brossfield, chef of Trenton Country Club, what they thought of an article in a magazine containing a recipe for bouillabaisse. Two men disagreed on everything from pronunciation of word to number of fish included in dish. Mention of argument was heard from Clifton Fadiman on CBS news period, and from chefs as far away as New Orleans.

Invited to Inform

INVITATIONS were sent to 500 churches, service organizations and clubs in Lycoming County, Pa., by Kay Sasso, conductor of WWPA Williamsport's *Women's Journal*, urging clubs to notify station of meetings and other activities. Results were good, according to station, and are being put to use on Miss Sasso's program.

Jewish Market

FOUR-page folder with drawings of open mouths on cover, entitled, "Not eyes . . . Not ears . . . Mouths!" has been sent to trade by Joseph Jacobs Organization, New York. Illustrated folder contains pertinent information about selling to New York via the Jewish market.

Numbers Game

UNIQUE contest serves as promotion for Jon Massey record show on WWDC Washington. Serial numbers from popular discs are read by Mr. Massey, and any listener who has same numbers in same order on his social security card or drivers license can collect $100. Prize was won in first week.

Free Trip

PROMOTION sheet from WCOG Greensboro, N. C., poses query, "How Would You Like a FREE Trip to Hollywood as a Guest of Frankie Laine?" Pictures of Red Munro, disc jockey for station, and Mr. Laine are shown. Readers are told that details of contest may be had by listening to *Red Munro Show* on WCOG.

Rating Claims

PROMOTIONAL piece calling itself city's number one TV station has been issued by WABD (TV) New York. Claims are based on Telepulse reports for August. Ratings are given and interpreted in bulletin.

Club Picnic

SEPTEMBER picnic was held for members of club conducted via *Women's 900 Club* show in baseball park next door to WLSI Pikeville, Ky. Women members brought their own food with bread being furnished by local bakery and soft drinks by local beverage company. Broadcast direct from ball park was aired and prizes for handwork, baking and canning were awarded. Though station has been on air for less than year, membership in club is over 1,500. Picnic will be annual affair.

Horse Show

NATIONALLY outstanding event, Oglebay Park Horse Show, has been sponsored two years in a row by WWVA Wheeling, Va. Staff members present awards to winners.

Duo-Mailing

ILLUSTRATED bulletin from KSTP Minneapolis tells story of *Barn Dance* and *Main Street, Minnesota*. Pictures of talent on two shows are featured and statement in bulletin reads, "In many cases it has become necessary to give two performances in order to accommodate people who come to see (*Barn Dance*). It is not unusual for the crowd . . . to exceed the population of the town." Another mailing concerns "Boy from Bold Eagle Bogs," Roch Ulmer, disc m.c. and local news commentator. Pages are reprints from trade magazine.

No Hart Trouble!

AFTER reading letter from listener who complained that he spent too much time on teen-agers over his *Man On Chestnut Street* show, on WCAV Philadelphia, Bill Hart, program's m.c., asked his fans to write him their opinions of question, saying, "This is your show. What do you want?" Mail pull was 1,713 letters, 1,184 in favor of program continuing present policy. WCAU has sent out sheet with pictures of Mr. Hart interviewing fans and leaning against huge stack of mail. Story of incident is recounted and titled, "It happened on WCAU."

Elephant Parade

ELEPHANTS painted with names of Winnie, Gay, Alice and Yvonne, were lead through streets of Silver Spring, Md., business district by personalities from WGAY, that city. Parade took place during evening and was witnessed by thousands of shoppers and workers on their way home. Elephants were loan from Hunt Bros. Circus and circus jackass ended parade.

Memo to Food Brokers

OVER signature of A. N. Armstrong Jr., commercial manager of WCOP Boston, letter telling of success of Mildred Bailey's program on station has been sent to full membership of grocery manufacturers of New England. Letter states that availabilities are sold out at present, but adds, "When discussing advertising plans . . . we believe it will be to your advantage to . . . investigate the Mildred Bailey program." List of 11 products currently being advertised on show is included.

The Pay-Off

AS RESULT of wager concerning relative standings of big league ball teams, Band Leader Sammy Kaye broadcast two-inning stint of Yankee baseball game on WLOW Norfolk, Va. Wager had been made between Mr. Kaye and Mark Scott, sports director for station. Had Mr. Scott lost, he would have had to lead Mr. Kaye's band.

Help for United Nations

SIX-FOLD bulletin from NBC announces seven network programs concerning problems of UN and how the American people can meet and help to solve them. Shows are part of NBC's United Nations Project and assistance from UN Dept. of Public Information and other national organizations was received in their production. Cover of bulletin shows pictures of representatives of various nationalities affected by last war.

Grid Mailing

DURING fall college football season, Fred Gardner Co., New York, will again mail football schedule of each week's 28 leading games to advertisers and press.

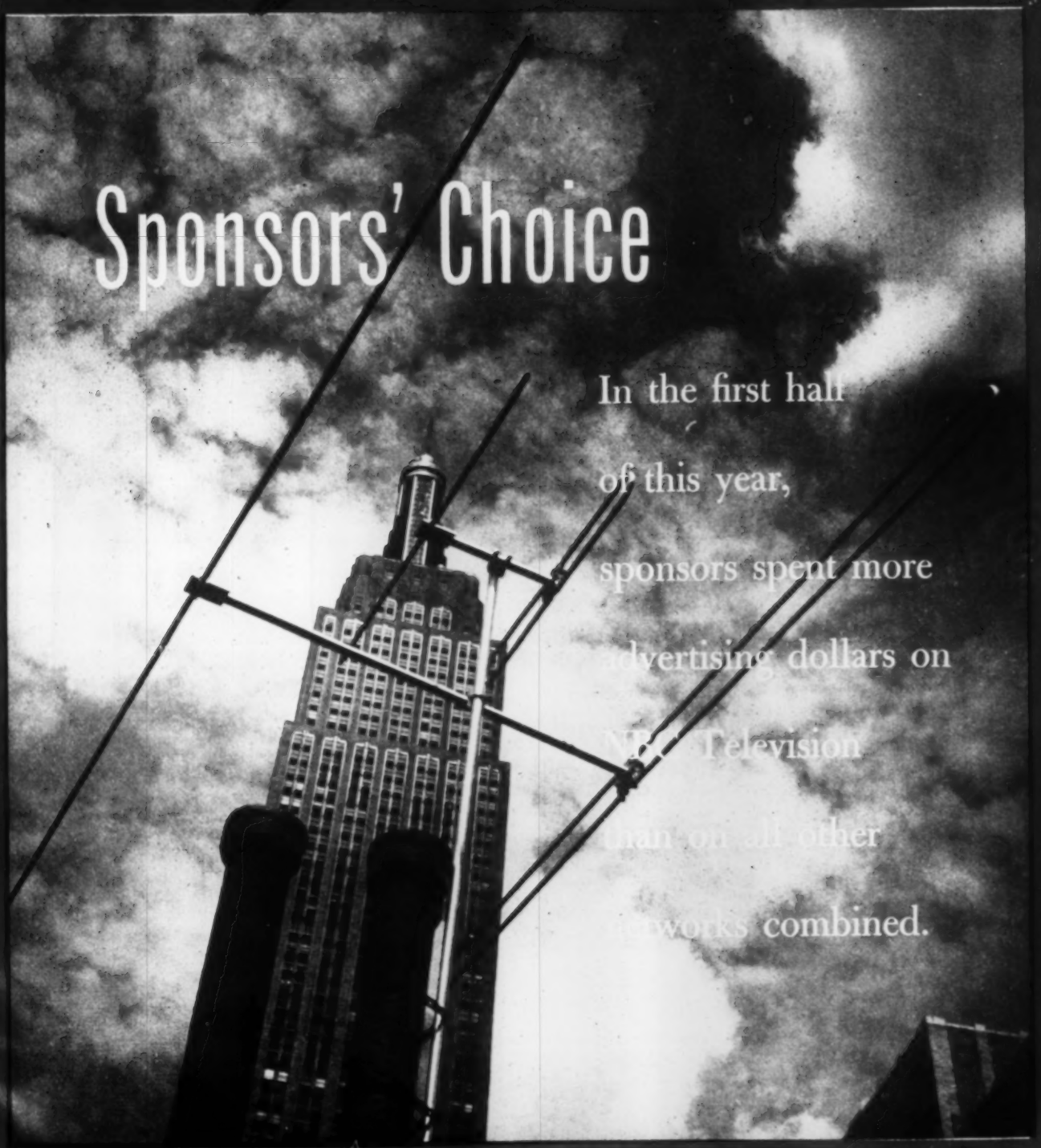
GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your one source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

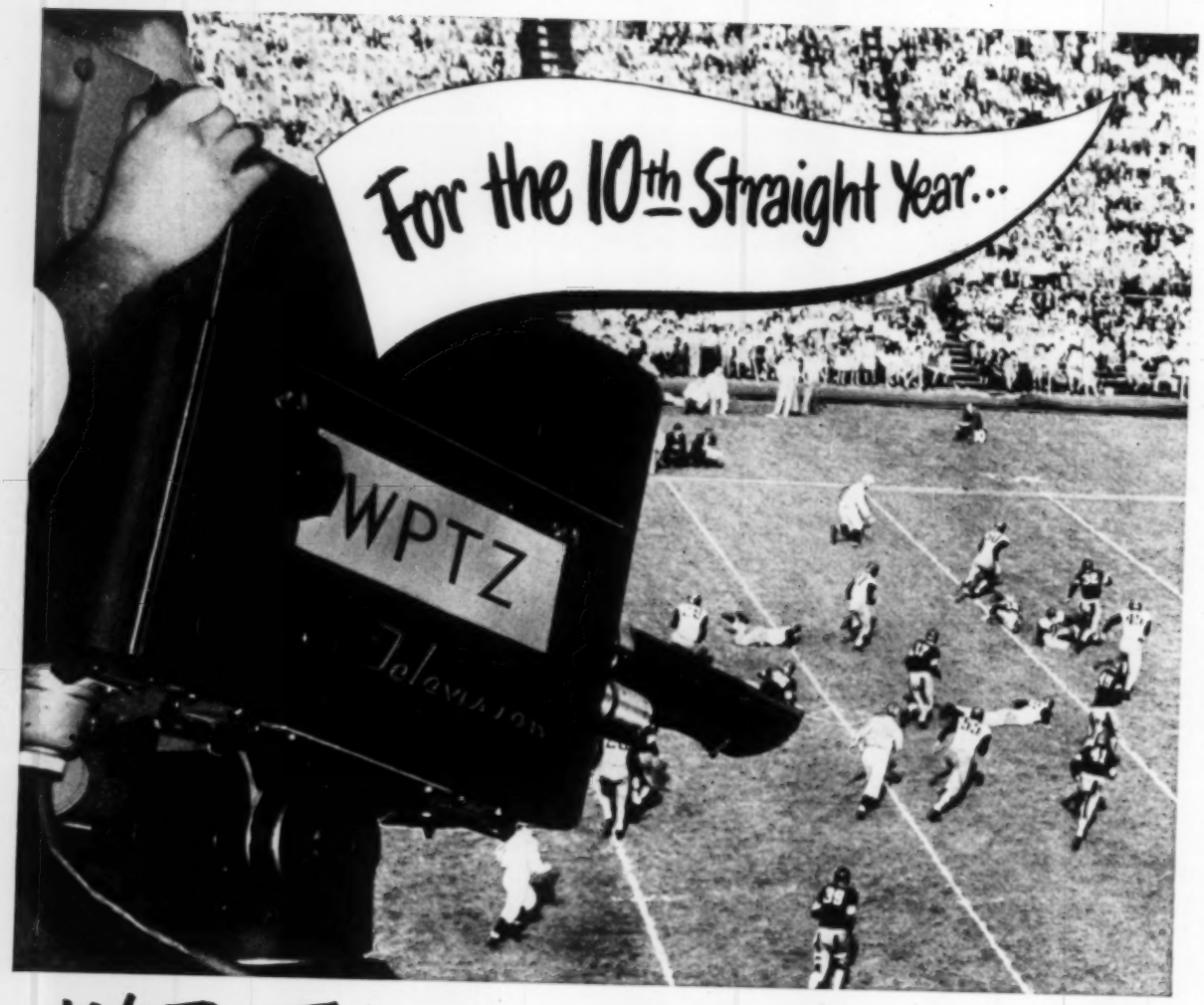
XUM

SEPTEMBER 26, 1949

TELECASTING

A Service of BROADCASTING Newsweekly





WPTZ Telecasts Penn Football!

Unquestionably the oldest unbroken series of telecasts in the industry, this fall WPTZ's television coverage of the University of Pennsylvania football games goes into its 10th consecutive year!

For nine of those years, the games have been sponsored by the Atlantic Refining Company. During the 1949 season, Atlantic will again sponsor the games in Philadelphia *with duplicate WPTZ crews and cameras making an NBC network pickup of the Penn home schedule for American Tobacco Company!*

At the same time WPTZ personnel was gaining 10 years experience in televising football, our crews were also gaining similar experience in all phases of television broadcasting and production. Today, there are few television stations in the world that can match WPTZ in experience, facilities, equipment and the over-all ability to create and present a television program. The long list of commercial sponsors who continue to buy time on WPTZ is the best testimonial to this fact.

If you're interested in reaching the Philadelphia television audience, second largest in the nation, give us a call or get in touch with your nearest NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

TELECASTING

SEPTEMBER 26, 1949

FATE OF TELEVISION

Hinges on Hearings Opening Today

WITH MILLIONS of dollars in construction and manufacture awaiting the outcome, FCC's far-reaching television hearings open today (Monday) with color as the first and most spectacularly controversial subject for examination.

On the outcome depends not only the immediate fate of color-casting but also decisions on a series of fundamental questions including use of the UHF band, changes in VHF standards, nationwide allocations, Stratovision, Polycasting, noncommercial educational TV, use of sychronization and offset-carrier and of directional antennas—and the lifting of the licensing freeze, in effect now for a year.

With three weeks set aside for color testimony, demonstrations and cross examination, the full hearing is expected to take six to ten weeks. Authorities have hazarded no guess as to the date of the final decision and/or the lifting of the freeze; hope for a spring thaw is regarded as optimistic.

Agenda for Hearings

For the hearing itself, which will be held before the Commission *en banc*, FCC has made only general plans beyond the color phase. When that is completed (about the end of the week of Oct. 10, FCC hopes), other "general" subjects such as changes in standards, educational channels, Stratovision, etc., will be considered. The third and last phase will consider specific allocations to specific communities. A short recess may be taken after the color phase, and again after the "general" phase.

Meanwhile, FCC granted request of Webster-Chicago Corp., Chicago, to testify concerning the color conversion adapter the firm has been making for use with the CBS system. The firm told the Commission it has been engaged in "engineering and development" of the adapter and has arrived at the point where it believes it is qualified to present a commercial design "that can be used with practically all types of existing television receivers although it is equally adaptable to new receivers."

Apart from the concentration on color, hope that a few additional VHF channels might be obtained for TV—and thus perhaps delay the need for moving into the "unknown" UHF region—continued to spread following disclosure that two groups of government engineers are working independently toward that end [BROADCASTING, Sept. 19]. It is the hope of these engineers that arrangements may be made for TV's use of about a half-dozen military channels, perhaps in exchange for space in the 500 mc region.

Like the 1946-47 color hearings, the sessions opening today find CBS and RCA in the roles of principal antagonists. But this time additional systems will be considered—notably those of Color Television Inc.; Dr. Charles Willard Geer, physics professor at the U. of California, and Dr. Leon Rubenstein, New York color photography and optics expert.

There will be anti-color testimony and cross-examination to match the ardor of those supporting the various systems.

Among the principal opponents of immediate color standards will be Allen B. DuMont Labs., which filed comments last week finding fault with three principal systems thus far advanced and urging FCC to set aside "a period of not less than two years" for "development, experimentation, and field testing of presently known and other possible systems of color television."

Others who have called for further experimentation and additional hearings include Philco Radio Corp. and the Joint Technical Advisory Committee, sponsored by Radio Mfrs. Assn. and Institute of Radio Engineers.

Three of the five color systems reported to FCC are now being "publicly" tested or will be undergoing tests by the time the sessions get into swing.

Systems Being Tested

These are the CBS sequential method (which can be disc-type or all-electronic), which has been tested via WCBS-TV New York since late July, was used by WMAR-TV Baltimore during August, and will be employed on WOIC (TV) Washington starting this week, aside from the American Medical Assn. demonstrations which have been made in recent months; RCA's "completely compatible" all-electronic system, to be used in the presentation of a regular color schedule on WNBW (TV) Washington starting probably this week; and Color Television Inc.'s "fully compatible" electronic system, now undergoing 30-day tests via KPIX (TV) San Francisco and used also by KGO-TV San Francisco last Monday (see story page 66). Formal FCC grant of authority for the RCA-WNBW test was issued last Wednesday, good for 90 days.

Assuming that "compatible" means an existing TV set can utilize color signals with no modification except the addition of a frequency converter and UHF antenna and the adjustment of controls on the front panel, DuMont contended that Color Television's system is "not compatible in practice"; that Columbia's "is not compatible"; and that the compatibility of RCA's is "questionable."

To adapt existing sets for color reception on either of the three systems, DuMont continued, "involves expensive and bulky equipment" and would degrade picture quality. In the case of RCA's system it was thought "the cost of even an adapter would be several times that of typical existing receivers." DuMont's analysis, prepared by Research Director Thomas T. Goldsmith Jr., continued:

No practical live-action cameras have been demonstrated by Color Television Inc. or RCA.

No portable remote pick-up equipment for any system has been demonstrated.

No satisfactory motion-picture film scanners have been demonstrated by Color Television Inc. or RCA.

No teletranscription equipment has been developed for any system.

Comparable monochrome reception has not been demonstrated with any system. However, monochrome reception with existing receivers, without modification, is theoretically possible with . . . those of Color Television Inc. and RCA. In both systems the probability of degraded resolution is present [and] both systems are probably subject to small-area flicker . . . which would be apparent at short viewing distances.

Color reception with minor modifications of present receivers is impossible in all three cases.

While it is theoretically possible to adapt existing receivers for color reception on either of the three systems, this involves expensive and bulky equipment and degraded pictorial quality. With the present state of the art it is possible to use single direct-view receiving tubes only with the field-sequential system [Columbia's]. In practice, even this is limited to the use of tubes up to 12½ inches diameter. . . .

In view of the . . . circuit and optical requirements, it is apparent that the cost of color adapters would be a major expenditure. . . .

All of the three proposed systems can employ electronic projection arrangement. The resolution of all these, however, is seriously limited by problems of registry. Since present monochrome projection receivers leave much to be desired from the point of view of highlight brightness and intrinsic contrast ratio, it is to be expected that any color projection systems will have even lower highlight brightness and intrinsic contrast ratios.

None of the suggested systems have been adequately field tested for operation under remote and special pickup conditions, various propagation conditions, and varied viewing conditions.

Although recommending that development and further testing proceed and that a hearing on color standards be held after two years, DuMont suggested a hearing might be held in the meantime if a "competent industry committee"

(Continued on page 66)

Slated to Appear at Color Sessions . . . .

TENTATIVE LIST of witnesses for FCC's color television hearing, opening today, with the organizations they represent shown in the order in which presentations will be made:

Joint Technical Advisory Committee (JTAC)—Donald Fink chairman; John V. L. Hogan, Radio Inventions Inc., (alternate).

Radio Mfrs. Assn.—R. C. Cosgrove, of the Crosley Division of Avco Mfg. Corp., president of RMA; W. R. G. Baker of General Electric Co., director of the RMA Engineering Dept., to be available during cross-examination.

RCA—Dr. E. W. Engstrom, vice president in charge of research, RCA Labs. Division.

CBS—Frank Stanton, president, and Peter C. Goldmark, developer of the CBS color system.

Color Television Inc.—Arthur S. Matthews, president, and George B. Sleeper, engineer.

Dr. Charles W. Geer.

Dr. Leon Rubinstein.

Philco Corp.—David B. Smith, vice president—research and engineering; possibly Courtnay Pitt, vice president—finance, and others.

Dr. Engstrom

Dr. Stanton

Allen B. DuMont Labs.—Allen B. DuMont, president; Thomas T. Goldsmith Jr., research director; C. J. Witting, assistant network director.

Fate of Television

(Continued from page 65)

should propose a color system for standardization.

CBS meanwhile notified FCC last week that it plans to demonstrate reception of color motion picture films during the hearing and asked for a letter to use in securing the consent of organizations which must approve the telecasting of recently made films. CBS felt it desirable to use "fresh and modern" film rather than any of "ancient vintage, which may well have lost its color fidelity."

Elsewhere on the TV front, charges were leveled by President John Meck of John Meck Industries, Plymouth (Ind.) television set manufacturer, accusing "broadcasting interests" of using color as a "spotlight" to halt the video industry's growth.

He said "selfish AM broadcasting interests" are creating confusion and skepticism about TV's future, making misleading claims about the prospects of obsolescence of present-day sets, and creating fear in the minds of an otherwise eager TV public. He claimed that non-TV broadcasters, "faced with the depreciation of over 20% of their investments as television continues to boom," are "frantically creating all possible confusion to reduce the number of persons who are changing daily from radio to video."

Opening witnesses in the hearing, according to FCC's schedule [BROADCASTING, Sept. 19; also see list page 65], will be representatives of JTAC, which is on record for establishment of UHF allocations first, then deciding whether a compatible or adaptable 6-mc color system exists. If one is found, JTAC favors at least six months' public field testing of the various systems before standards are adopted.

RMA, which was putting final touches on its presentation late last week (see story page 65), follows JTAC. Though details of its testimony were being tightly guarded, RMA is on record favoring "orderly" introduction of color and warning that manufactures will need several years to develop and distribute color equipment.

Next will come the "color parade" —RCA, CBS, Color Television, Dr. Geer and Dr. Rubinstein, followed by two opponents of immediate standardization of color: Philco and DuMont.

Two color demonstrations for the record have been slated: Columbia's on Oct. 6-7 at the Carlton Hotel, and RCA's on Oct. 10 at the Washington Hotel and the WNBW studios. If other systems are demonstrated, dates will be fixed and announced in advance. Nor has any date been set for a comparative showing of the various color systems and conventional black-and-white. The record demonstrations will not be open to the public; admittance will be by ticket only.

Cross-examination will be withheld until all direct testimony and demonstrations have been completed.

FCC Chairman Wayne Coy will preside over the sessions and all members are expected to be on hand except Comr. Rosel H. Hyde, who is in Montreal as chairman of the U. S. delegation at the NARBA treaty conference. Harry M. Plotkin, assistant general counsel in charge of broadcasting, will serve as Commission counsel, assisted by John E. McCoy, chief of the Law Bureau's Television Section, and Joseph N. Nelson, also of the Television Section. FCC's technical experts will include Curtis B. Plummer, chief, and Hart Cowperthwait of the Engineering Bureau's Television Section; Edward W. Allen, chief of the Technical Information Division, and E. W. Chapin, chief of the Laboratory Division.

WELCOMING KECA-TV to the community as Los Angeles' seventh operating television station Sept. 16 [BROADCASTING, Sept. 19] is Mayor Fletcher Bowron (center). Others gathered for the occasion are Frank Samuels (l), ABC western division vice president, and Robert Kintner, ABC executive vice president.

COLOR TV INC.

Firm Conducts Guarded Transmission Tests

COLOR TELEVISION Inc., of San Francisco, last week began closely guarded color transmission tests in preparation for this week's FCC hearings. Color Television is one of the companies submitting color systems for FCC approval (see story page 65).

Initial test conducted through the transmission facilities of KPIX San Francisco were made to work out modification of picture wave form and to insert special pilot signal for control of color. No attempt was made to transmit actual color.

A standard monoscope Indian head test pattern was transmitted by microwave relay an air distance of approximately one mile from Color Television's headquarters at 30 Sterling Street to the KPIX transmitter atop Mark Hopkins Hotel. The picture, transmitted with color equipment, was received and picked up on KPIX black and white monitor screens without mishap.

Authorities said the tests proved what has already been claimed in Color Television engineering data filed with FCC—that the system will have no effect on black and white reception by present sets.

No Discoveries

Arthur Matthews, head of Color Television, said the initial tests were conducted only to accumulate engineering information and were not expected to prove anything not already known.

Mr. Matthews left for Washington to attend the FCC hearings immediately after the test. He plans to return to San Francisco within a week to 10 days for additional tests.

The later tests will include actual color telecasts, test patterns, and colored slides. The new "flying spots" will be transmitted from the company headquarters to the KPIX tower, as last week's were, and then retransmitted by KPIX to be picked up on color receivers at the Sterling Street laboratory. Televiewers will be able to pick up this telecast in black and white.

The Color Television system is completely electronic. It utilizes a single tube camera and single tube receiver.

Results Guarded

Actual purpose and results of last week's tests were so closely guarded not even KPIX engineers participating in the tests at the station's transmitters were given full information of what was expected or what was taking place.

The Color Television system has been under development since the company was organized in mid-1946. The system is primarily the development of the company's chief engineer, George Sleeper, and is often referred to as the "Sleeper color system." Mr. Sleeper was formerly a CBS engineer and worked with the network's early experiments in color transmission techniques.

Working as engineering assistant to Mr. Sleeper, is Bart Molinari. Both men started television work with Philco Farnsworth in the mid-1920's. Mr. Matthews, who heads the firm, is a former electronic equipment manufacturer.

SIGHTMASTER

Announces Color System

SIGHTMASTER Corp., New York, has announced that it has in the laboratory a new color television system aimed at providing an efficient color system at minimum cost to broadcaster and public. Company estimates that it can build color screens and install them on existing monochrome receivers "at a cost of somewhere between $5 and $25." The cost of adding Sightmaster color screen equipment to transmitting cameras "ought not to exceed $150," the anouncement stated.

Basic part of the Sightmaster system is a specially developed color screen, made up of "microscopic prisms which separate the reds, blues and greens from the light." These colors are in turn translated into electrical impulses which correspond to the amount of light for each color in the position on the mosaic or light sensitive surface of the transmitting camera.

Screen Converts

"The light from the object to be photographed is focused on the mosaic of the camera tube through the specially developed Sightmirror color screen. The screening breaks the light up into a series of microscopic color patterns. These are transmitted and are received on the picture tube as black and white. When viewed through the Sightmirror color screen, the individual color elements are reconverted to the original color scene," the company explains.

Sightmaster does not plan to testify at the current FCC color hearing, Michael Kaplan, president, said Thursday. The system, he said, while fully worked out on paper, is still in the laboratory as far as the construction of actual working models goes and it will be several months before it will be ready for public demonstration. Mr. Kaplan thinks it extremely unlikely that in the interim, any other proposed color TV system would receive FCC approval as the industry standard.

"We think our system has more merit than anything yet developed in this field," Mr. Kaplan said, "and if it works out in practice it will be the most revolutionary thing in color television. If it doesn't, we'll at least have made a good try."

RMA'S CASE

Cosgrove To Present Data At FCC TV Hearings

(See story on Washington TV Hearing, page 65)

BASIC case of the Radio Mfrs. Assn. for its appearance at the FCC's TV hearings starting today (Sept. 26) was approved by the RMA board at its Sept. 15-16 meeting held at While Sulphur Springs, W. Va., with final details of the appearance completed last week.

RMA President Raymond C. Cosgrove, Crosley Div., was selected to present the association's position. He will be flanked by W. R. G. Baker, General Electric Co., director of the RMA Engineering Dept., and other members of the special committee that has conducted a detailed study of color TV systems. Former Sen. Burton K. Wheeler was retained as special TV counsel [BROADCASTING, Sept. 19].

RMA's recommendations call for orderly introduction of TV color and point out that much laboratory, field, and factory work must be done before a suitable system can be placed in general service. The association's position is based on months of investigation, committee meetings and technical research by the RMA Color Television Committee and its four subcommittees.

Plans for observance of National Radio Week Oct. 30-Nov. 5 were approved by the RMA board. The event, which includes television this year, also will be observed in Canada. The Canadian RMA board met jointly with the U. S. board during the two-day session.

To Name Committee

Special committee of set manufacturer sales managers will be named by Chairman George M. Gardner (Wells, Gardner & Co.) of the RMA Set Div. This committee will draw up recommendations covering TV receiver advertising.

Plans for a "Town Meeting" for television and radio service technicians in Washington Nov. 1-3 were approved. The Washington Electric Institute along with local set and parts distributors will conduct the meeting.

A series of short TV educational films was previewed by the board. They cover the operation and causes of ordinary TV receiver trouble and are designed for TV broadcasting. Television Broadcasters Assn. cooperated in production of the films, which will be released later this month.

An intensive membership campaign will be staged by RMA, with 14 new members admitted at the meeting. J. J. Kahn, Standard Transformer Corp., is chairman of the membership committee. In addition he was named as one of two RMA representatives on the Parts Show Corp. board, in anticipation of the next parts show May 22-25 at the Stevens Hotel, Chicago. R. C. Sprague, Sprague Electric Co., was named as the other representative.

Max F. Balcom, Sylvania Electric Products, past president of RMA, reported on behalf of the Tube Div. that cathode ray tube data will be put on a monthly instead of quarterly basis starting Oct. 1. Sales or radio receiving tubes are running 15% under a year ago, he said.

R. E. Carlson, Tung-Sol Lamp Works, said the Cathode Ray Safety Committee's safety rules for TV set owners, servicemen and others who handle tubes had been well received.

President F. R. Deakins, of the Canadian RMA, invited the U. S. board to a joint meeting to be held in the Dominion next April, seventh such joint session.

WTTG (TV) RATES

Revised Schedule Issued

WTTG (TV) Washington has issued its revised rate schedule No. 4, which became effective Sept. 12.

Time rates in Class A (7 p.m. to sign-off Monday through Saturday and all day Sunday) range from $56.25 for five minutes 260 or more times per year to $300 per hour for one to 12 times a year. Class B spread (6 p.m. to 7 p.m. Monday through Saturday) runs from $42.18 for 5 minutes to $225 per hour same number of times as in Class A. In Class C (sign-on to 6 p.m. Monday through Saturday), top one-hour rate is $150, rates scaling down to $28.15 for five minutes.

Class A and B rates for one-minute or less range from $37.50 260 or more times to $50 one to 12 times, and in Class C from $18.75 to $25. Rehearsal charges run $25 for first hour to $15 for each succeeding half hour or any portion thereof.

TV Bee-Bop

WSAZ-TV Huntington, W. Va., scheduled to begin commercial operation Nov. 15, has passed one painful experience in its construction job. Station reports bulldozers and "flame-throwers" thrown into the battle against defending bee battalions in grading operations for an auxiliary road to WSAZ-TV's transmitter site. To ferret out the stingers, construction workers pushed forward over the terrain which was said to be comparable to that once invaded by Marines and Seabees. Elwood E. Wilson piloted the bulldozer while Chief Engineer Leroy Kilpatrick softened the swarming enemy with a make-shift "flame-thrower." Operation Bee-Bonnet moved along with time-tabled success.

GETTING set for debut of Libby, McNeill & Libby's *Auction-Aire*, weekly TV auctions on ABC eastern networks are the four men behind the show (l to r): John Masterson, John Nelson, Jack Gregson and John Reddy. New show begins on Friday, Sept. 30 at 9:30 p.m. with Mr. Gregson as auctioneer. Messrs. Masterson, Nelson and Reddy also are producers of *Bride and Groom* and *Breakfast in Hollywood*.

FIRST affiliate is signed by the new Paramount Television Network. L to r: Klaus Landsberg, manager of KTLA (TV) Los Angeles, one of Paramount stations: Tom Potter, owner of KBTV Dallas, the first station to sign with Paramount Network, and George Schubert, assisant to the president of Paramount [BROADCASTING, Sept. 19].

GEN. MGR. Gaines Kelley of newly opened WFMY-TV Greensboro, N. C., wears straight jacket sent him by Gen. Mgr. E. Z. Jones of WBBB Burlington, N. C., during video station's busy pre-telecast weeks. Some fat business, however, helped relieve Mr. Kelley's "condition" (see story, page 80).

WDAF-TV Kansas City, Mo., three-day TV show held Sept. 11-13 to mark the start of test patterns is discussed by Kenneth Gillespie (l), chairman TV distributor committee, and WDAF-TV General Manager Dean Fitzer (see story page 68). Event was held in Memorial Auditorium.

FULL SCHEDULE

KNBH Starts Seven-Day Week on Oct. 2

NBC's Hollywood TV outlet, KNBH, hits full stride on October 2, with a daily operating schedule.

And what a schedule it is... crammed with top network shows, top network stars! KNBH will have the cream of the shows, which will appeal to a high percentage of viewers in Southern California this fall and winter!

There are still some choice times available on this schedule... including a few extraordinary adjacencies to the big name national programs. For details, consult your nearest NBC Sales office.

The National Broadcasting Company
Sunset and Vine, Hollywood 28

A Service of Radio Corporation of America

WDAF-TV

Special Show Previews October Debut

THE CURTAIN on WDAF-TV Kansas City, Mo., plans for the future was raised early this month in a three-day pre-television show held by the station and the Kansas City Electrical Assn. at the Muncipal Auditorium.

Roy A. Roberts, president of the Kansas City Star Co., which owns WDAF and WDAF-TV, announced to an audience-filled exhibition hall that the TV outlet would launch its commercial operations Oct. 16 with programs scheduled seven days a week on a four-hour basis.

Dean Fitzer, general manager of both *Star* stations, followed with a description of personnel staffing. Mr. Fitzer said the new project would be manned by a joint supervisory staff taken largely from veteran WDAF personnel. Already named in addition to Mr. Fitzer are: V. S. Batton, assistant manager; Bill Bates, program director; Randall Jessee, producer-director; Joseph A. Flaherty, chief engineer; Bryan Carlisle, assistant chief engineer, and Manne Russo, sales manager.

724 Feet High

WDAF-TV claims one of the highest antennas in operation. It climbs 724 feet above ground at one of the highest spots in Kansas City.

According to the station, the pre-television telecasts during the three-day period were received with unanimous enthusiasm among distributors and dealers in television equipment. Specially arranged film and live shows were presented, with film originating at the station's studio building at 31st and Summitt Sts. and relayed by microwave to the auditorium for the closed circuit showing.

Reports were that thousands of people waited over two hours for the doors of the hall to open. Show officials estimated 10,000 people jammed the hall to view the exhibits of 22 distributors of television receivers. Each exhibitor had two sets in operation on the program and many of the other sets were tuned to the station's test pattern coming over regular transmission facilities.

Filmed portion of the program ran in four-hour cycles interspersed with showings of square dancers, silhouette programs and audience participation programs emanating from the hall to vary the routine.

As part of the program, Mr. Roberts briefly recited the story of WDAF-TV's development to the present stage of construction. It was estimated that over 80,000 persons viewed the exhibition and salesmen reported that orders for receivers far exceeded expectations. The huge crowds made it necessary for most distributors to raise receivers above the eye level in order to accommodate the greatest number of viewers.

HOLE RESIGNS

DuMont Network Post

LEONARD HOLE has resigned as manager of network operations of the DuMont TV Network, he announced last week. His immediate plans are for a vacation trip of several months to Europe, after which he will announce his future business plans, he said.

Mr. Hole

A radio-TV veteran with 14 years at CBS before his move to DuMont in the spring of 1948, Mr. Hole presumably will continue in this field.

Commenting on Mr. Hole's resignation, Mortimer W. Loewi, director of the DuMont network, expressed regret on the part of the entire organization, but noted that the resignation resulted from "an unavoidable chain of circumstances."

"When confronted with the new economies that the DuMont Television Network is forced to institute, Mr. Hole was the first to realize that it would be unrealistic for him to remain," Mr. Loewi stated. No replacement is planned, he said, in line with a general tightening of the network's organization.

PHILCO RELAY

TV Shows for Toronto Exhibit

PHILCO microwave relay equipment was used to present TV programs to the two million visitors who attended the recent Canadian National Exhibit at Toronto, according to S. L. Capell, vice president and general manager of Philco Corp. of Canada Ltd. The demonstration was believed to be the first use of microwave TV relays in Canada.

Telecasts relayed to the Canadian National Exhibit included two types of programs. Principal entertainment consisted of TV shows from WBEN-TV Buffalo, N. Y., about 65 miles from Toronto. At other times, still pictures and recordings were telecast at experimental station VE9KE in the Philco factory in Toronto and relayed to the fairgrounds three miles away.

Signals from the Buffalo TV station were picked up by a special high-gain antenna mounted on the 150-foot smokestack at the local Philco-Canada plant, next fed to the input of the relay transmitter, beamed by microwave to the relay receiver at the fairgrounds, and then displayed on the screens of typical home TV sets.

Grid Simulcast

SIMULCAST origination of the opening of the U. of Minnesota football season was slated for this past Saturday (Sept. 24) by WTCN-TV Minneapolis-St. Paul as a highlight of its first week of fulltime operation. Sportscaster Rollie Johnson gave play-by-play from the radio booth while two image-orthicon cameras were to pick up the video from atop the south press box. Monitoring screens were provided to enable Mr. Johnson to key his comments to both televiewers and AM listeners.

WORLD SERIES

38 Take DuMont TV

BOB JAMIESON, DuMont Television Network's operations chief who is coordinating television details for the World Series baseball games, announced Wednesday afternoon that two stations had definitely refused to carry the games, at least 38 had accepted and 12 have yet to be heard from.

The stations which refused were WMAL-TV Washington and WTMJ-TV Milwaukee [BROADCASTING, Sept. 19]. WMAR-TV at a meeting last Monday voted not to accept the telecasts.

Those taking the games:

WBZ-TV and WNAC-TV Boston; WJAR Providence; WNHC-TV New Haven; WRGB Schenectady; WFIL-TV Philadelphia; WAAM (TV) Baltimore; WTTG (TV) and WNBW (TV) Washington; WDTV (TV) Pittsburgh; WNBK (TV) and WEWS (TV) Cleveland; WHIO-TV and WLWD (TV) Dayton; WBNS (TV), WTVN (TV) and WLWC (TV) Columbus; WLWT (TV), WCPO-TV and WKRC-TV Cincinnati; WWJ-TV, WXYZ-TV Detroit; WGN-TV, WENR-TV and WNBQ (TV) Chicago; KSD-TV St. Louis; WLAV-TV Grand Rapids; WICU (TV) Erie; WBEN-TV Buffalo; WHAM-TV Rochester; WHEN-TV Syracuse; WJAC-TV Johnstown; WOR-TV, WPIX (TV), WJZ-TV, WABD (TV), WNBT (TV) and WCBS-TV New York.

N. J. Theatre TV

WILBUR SNAPER of South River, new president of the Allied Theater Owners of New Jersey, named a committee at the 30th annual convention in Atlantic City on Sept. 14 to explore the possibility of telecasting special events on their theatre screens. "We intend to make it possible for our patrons to see both their favorite movie and a special television event on the same evening. We will not, however, show the regular television shows. Our plan concerns only such outstanding events as a Presidential address or other events of national interest," Mr. Snaper said.

TWO TOPPERS RETURN TO TELEVISION

TUESDAY

MILTON BERLE

on the

TEXACO STAR THEATER

COAST TO COAST

beginning 8 PM EDST

September 20th over NBC-TV Network

and every Tuesday night thereafter

•

See local papers for starting dates on non-network stations.

presented by

your TEXACO dealer

THURSDAY

OLSEN AND JOHNSON

on the

FIREBALL FUN-FOR-ALL

COAST TO COAST

beginning 9 PM EDST September 22nd over NBC-TV

Network and every Thursday night thereafter

•

See local papers for starting dates on non-network stations.

presented by your BUICK dealer

KUDNER AGENCY, INC.

WOR-TV DEBUT

Regular Program Schedule Oct. 11

WOR-TV New York will begin regular programming Oct. 11, when it inaugurates an operating schedule of four hours a night, five nights a week—7-11 p.m., Tuesday through Saturday. Station will make its official debut the preceding week, however, when it joins other TV stations in covering the World Series.

Piel Brothers, Brooklyn, is the first advertiser to contract for a regular series on the new video station. Company will advertise Piel's Beer with partial sponsorship of the telecasts of the Tuesday night boxing bouts from White Plains County Center, starting Oct. 18. Jimmy Powers, sports editor of the *New York News*, will act as commentator for the bouts. William Esty Co., New York, placed the Piel business on WOR-TV.

According to preliminary plans, the 20-hour weekly schedule will be divided roughly as follows. Sports, 8½ hours; musical variety, 2¾ hours; variety 2½ hours; audience participation quiz, 2 hours; forum and discussion, 2 hours; comedy, 1¼ hours; drama, ½ hour; sports commentary and review, ½ hour.

Programs Set

Programs already set include: *Dinner at Sardi's* with Bill Slater as m. c.; Barry Gray show, *Meet Your Match*, *Old Knickerbocker Music Hall*, Thursday night boxing from the Broadway Arena. Sports programs also are being lined up for Wednesday and Saturday evenings, giving the station about two hours of sports each evening except Friday, when the *Music Hall Melodramas* will occupy the 9-11 p.m. period.

"Agreements have been reached and contracts are in the process of being signed to complete the remainder of the schedule," Julius F. Seeback Jr., vice president in charge of programs for WOR and WOR-TV, stated, adding: "The names of these programs will be announced as the signings take place."

Seventh video station in the New York metropolitan area, WOR-TV operates on Channel 9. It has been making test broadcasts for the past month from its new transmitter at North Bergen, N. J., across the Hudson River from Manhattan Island.

TV Multi-Man Job

PROOF that television is not a one-man job has been brought home to KFI-TV Los Angeles workers. When working on a live tag for a film spot in which an advertiser wanted to emphasize a price slash by having a fist break through a picture of the product's old price, it turned out that a crew of seven men was required for the process—two men to hold the frame the fist went through, one to supply the fist, and two camera crews of two men each to shoot the scene.

NEW AFFILIATES

WSAZ-TV, KTLX (TV) To CBS

WSAZ-TV Huntington, W. Va., and KTLX (TV) Phoenix, Ariz., affiliating with CBS-TV effective Nov. 15, bringing to 49 the network's total. WSAZ-TV is owned and operated by WSAZ Inc. Lawrence H. Rogers is general manager. Station, also affiliated with NBC-TV [BROADCASTING, Sept. 19], is expected to join ABC-TV.

KTLX, a Phoenix Television Inc. operation with Rex Schepp general manager, currently is negotiating with NBC-TV but affiliation agreement is as yet unsigned.

WOIC (TV) Washington has completed arrangements to telecast 13 games of D. C. inter-high football series.

TV INROADS

Reported by Pulse

CONCERT music, news and sports are the radio programs which best withstand the ravages of television audience competition during evening hours, according to a Pulse report made especially for WOR New York.

Hardest hit by the inroads of video are dramatic, popular music and quiz shows, the report reveals.

Second in a semi-annual series of special surveys initiated by the station to indicate programs which best compete with television, the report "cannot be used as predictive research, but merely to emphasize the June 1949 picture," according to Robert M. Hoffman, station's director of research. First report of the series was made in January.

Drama held a slight edge over other program types in the 6 to 8 p.m. period during June with radio comedy having the least appeal among TV families. Later, in the 8 to 11 p.m. period, news and sports led the list.

Dramatic shows, quiz and audience participation programs were those shows most hurt by video during the later evening hours.

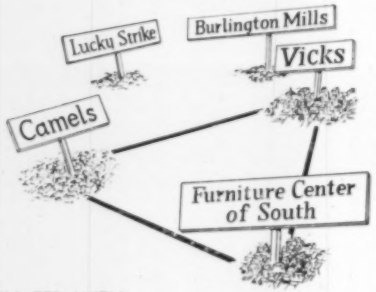
OPENING ceremonies of United Nations General Assembly were telecast by CBS in two separate programs covering more than four hour period.

On the Air September 22
a new TELEVISION STATION

wfmy TV
CHANNEL 2
GREENSBORO, N. C.

Serving North Carolina's
Rich Tri-City Market

GREENSBORO
WINSTON-SALEM
HIGH POINT



Now, for the first time, WFMY TV makes it possible to sell this rich area as *one market.*

AFFILIATED WITH
CBS — NBC — ABC — DUMONT
and First in the Carolinas with Live TV

Sales Representatives
HARRINGTON, RIGHTER and PARSONS, Inc.

New York City
270 Park Avenue
MU-8-1185

Chicago
Tribune Tower
WH-4-0074

Owned and Operated by
GREENSBORO DAILY NEWS and THE GREENSBORO RECORD

HOW TO RUN A TV STATION

NBC Affiliates Meet Holds Special Panel

WIDELY varying opinions on how to operate a television station were projected at a panel session of the NBC affiliates convention at White Sulphur Springs earlier this month [BROADCASTING, Sept. 12].

William B. Ryan, general manager of KFI-TV Los Angeles, reported his station had decided to "price ourselves in the market" by confining its operations to daytime programming, from noon to 6 p.m. each day.

The result of this programming, said Mr. Ryan, is that KFI-TV has a daytime Hooperating exceeded only by the four network AM stations and one independent AM station.

KFI-TV is giving "amazing results" to advertisers by this practice, Mr. Ryan said, particularly in direct sales. "We're not in the black, and we are priced too low," said Mr. Ryan, "but with the best advertising buy in Los Angeles we are confident."

Robert D. Swezey, executive vice president of WDSU-TV New Orleans, said there are three ways to run a television station, one being to "dog it" and skimp on costs; another to "go knee deep in plush," and the third to take a middle road. WDSU-TV, he said, has chosen the middle road.

WDSU-TV, Mr. Swezey said, will use kinescope and film programs provided by the four television networks but is attempting to "exploit local live program potentials" as well. "We are avoiding extravagance," he said, "but we believe that overemphasis on economics in facilities, staff and program material may well be penny wise and not calculated to develop circulation and loyal viewing habits."

WDSU-TV, a sister station of WDSU, is depending as much as possible on integration of radio and television staff operations, but 20 persons have been hired to expand the present WDSU staff to take care of television.

Eventually, said Mr. Swezey, sales and production staffs of the two stations will be divided.

Other station executives who spoke at the panel, which was headed by Carleton D. Smith, NBC director of television operations, were:

Walter J. Damm, WTMJ-TV Milwaukee; John M. Outler Jr., WSB-TV Atlanta; P. A. Sugg, WKY-TV Oklahoma City; Rolland V. Tooke, WPTZ (TV) Philadelphia; George M. Burbach, KSD-TV St. Louis; Henry Slavick, WMCT (TV) Memphis; Harold Hough, WBAP-TV Ft. Worth; S. S. Fox, KDYL-TV Salt Lake City; C. Robert Thompson, WBEN-TV Buffalo; Lyle De Moss, WOW-TV Omaha; Edgar B. Stern Jr., WDSU-TV New Orleans; Walter J. Krebs, WJAC-TV Johnstown; Mrs. Eloise Hanna, WBRC-TV Birmingham, and A. H. Kirchhofer, WBEN-TV Buffalo.

XUM

Sure, Television's amazing

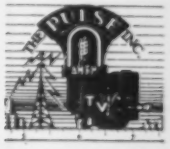
–and it's practical, too!

(TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)

Canada Dry Co. Super Circus L (E-M)	Derby Foods Super Circus L (E-M)	*Cartoon Tellales* L (E)	Kellogg Co. Singing Lady L (E-M)			*ABC Penthouse Players* L (E-M)	*Jacques Frav Music Room* L (E-M)	*The Little Revue* (E-M)	
Overseas Press Club	*Chuck Wagon*	A.T.&S.F. B. Holmes	*Mr. I. Magination*	Esso Tonight on Broadway		Crosley This Is Broadway	Lincoln-Mercury *Toast of the Town*		
				P. Lorillard Co. Original Amateur Hour L (E-M) K (NT)			*Chicagoland Mystery Players* L (E-M)		
				Review of the News (F)	*Musical Miniatures* L	General Foods Aldrich Family L	*Chesterfield* Perry Como L	*Lou[illegible] to the Girls*	
						Author Meets the Critics L (E-M)		Thursday Time Wendy Barrie (E-M)	
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Your Sports Special* L (E)	A. C. Gilbert Roar of Rails	Oldsmobile CBS-TV News	TBA	International Silver Silver Theatre	Lipton Tea Talent Scouts
	Co-op Small Fry Club L/F (E-M)		*Magic Collage*				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E)	*Newsweek Views the News* L (E-M)	*The Morgan Show* (E-M)
	Howdy Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)			Kukla, Fran & Ollie RCA Victor L (E-M)		Mohawk M. Downey L (E)	Reynolds News F (E-M)	Chevrolet On Broadway L	Firestone Rubber Co. Voice of Firestone
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup L (E-M)	*Bob Howard*	Messing Prize Party		Oldsmobile CBS-TV News	TBA	*Uptown Jubilee*	
	Co-op Small Fry Club L/F (E-M)		*Magic Collage*				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E)	*Court of Current Issue* (L) (E-M)	
	Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	Texas Co. Milton Berle Show L	
									Actors' Studio L (E-M)	Look Photocrime (E-M)
Ted Steele Show	*Chuck Wagon*		Philips Packing Lucky Pup	*Bob Howard*	*Your Sports Special* L (E)	TBA	Oldsmobile CBS-TV News	Masland Rug Earl Wrightson	Liggett & Myers Tobacco Co. Godfrey and His Friends L (E-M) K (NT)	
	Co-op Small Fry Club L/F (E-M)		*Magic Collage*				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E)	*Flight to Rhythm* L (E)	
	Howdy Doody L (E-M)	Intrd. Shoe Howdy Doody L (E-M)			Kukla, Fran & Ollie RCA Victor L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)	TBA	Lever Bros. The Clock L
							General Mills Lone Ranger F (E-M) Start: 9/15/49		Stop the Music Admiral & P. Lorillard L (E-M)	
Ted Steele Show	*Chuck Wagon*		Ipana Lucky Pup	*Bob Howard*	Wine Industries Scott Paper Dione Lucas		Oldsmobile CBS-TV News	TBA	*Front Page*	Chevrolet Indp. USA
	Co-op Small Fry Club L/F (E-M)		*Magic Collage*				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E)		
	Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)			National Dairy Kukla, Fran & Ollie L (E-M)		Mohawk Roberta Quinlan	Reynolds News F (E-M)	TBA	TBA
					Majority Rules L (E-M)		*On Trial* L (E-M)		*Think Fast* L (E-M)	*Treasure Quest* (E-M)
Ted Steele Show	*Chuck Wagon*		*Lucky Pup*	*Bob Howard*	*Your Sports Special* L (E)	TBA	Oldsmobile CBS-TV News	Trimount Clothes Amazing Dr. Dolmar	General Foods Mama	*Mr. Against Time*
	Co-op Small Fry Club L/F (E-M)		*Magic Collage*				*Manhattan Spotlight* L (E)	*Vincent Lopez* L (E)	*Headline Clues* L (E)	*The Baily Genius* (E-M)
	Howdy Doody L (E-M)	Unique Art Hwdy. D'dy L (E-M)			Kukla, Fran & Ollie RCA Victor L (E-M)		Mohawk Morton Downey	Reynolds News F (E-M)	TBA	
			Co-op Oky Doky Ranch				*Hollywood Screen Test* L (E-M)		*Paul Whiteman TV-Teen Club* L (E-M)	
		Red Barber's Clubhouse	*Lucky Pup*		TBA		*Quincy Howe in the First Person*	*Blues by Bargy* 7:45-7:55		TBA
									Spin the Picture L (E-M)	
							You Are An Artist L	*Leon Pearson News*	*Meet Your Congress*	*Mad Pourri* L

XUM

...tle Revue (E-M)		*Sing-Copation* L (E-M)	*Skip Farrell Show* L (E-M)	B. F. Goodrich Celebrity Time L (E-M)	
	General Electric Fred Waring Show			Barbasol *Week in Review*	
	Cross Question L (E-M)				
...to the Girls	Philco Television Playhouse L (E-M) Starts July 17			*Garroway at Large* L (E-M)	
...day Time *...Barrie* (E-M)	*Barn Dance* L (E-M)		*Dr. Black* L (E-M)		
...Tea *...Scouts*	Philip Morris Candid Camera		General Foods The Goldbergs	Westinghouse Studio One	Blues By Bargy
...Morgan Show (E-M)	*And Everything Nice* L (E)			*Wrestling (From Sunnyside Arena)* L (E-M)	
...Rubber Co. *...Firestone*	Colgate-Palm.-Peet Co. Colgate Theatre L (E) K (M)		*The Black Robe*	Miles Quiz Kids L	
			Movie Shorts F (E)	Co-op. Boxing (to midnite)	
	Gulf Oil Corp. We the People L (E)		Auto-Lite Suspense	Sheaffer Pen This Week in Sports / *Blues By Bargy* / Chevrolet Pantomime Quiz	
	The O'Neills L (E-M)				
	P & G (F)		Pabst The Life of Riley	P. Lorillard Original Amateur Hour	
...Look *...Pinocrime* (E-M)				Co-op. Wrestling L (E-M)	
...Co.	Bigelow-Sanford Donninger-Winchell		TBA	P. Ballantine & Son Tournament of Champions	*Telefinds of 1949*
...er Bros. *...Clock* L	Kraft Foods Co. TV Theatre L (E-M)			*Believe It or Not* L (E-M)	
	9-9:25 Time-Life Cruis. Europe F (E-M)	9:25-9:30 Pal Blades Pal Headlr.	*Starring Boris Karloff* L (E-M)		
...Chevrolet *...de USA*	Speidel Ed Wynn		*Film Theatre*	*Blues By Bargy* / *CBS-TV Newsreel*	
	Morey Amsterdam Show (Dumont Telesets) L (E-M) (NI)			*Boxing (From Sunnyside Arena)* L (E)	
...TBA	Buick (Starts Sept. 12) Olson & Johnson L			U. S. Tobacco Martin Kane Private Eye	
...ure Quest (E-M)	*Film*		Int. Cellucotton (Kleenex) Fun for the Money L (E-M)	*A Couple of Joes* L (E-M)	
...Against *...Time*	Ford Theatre 54th Street Revue			Household Finance People's Platform	Blues By Bargy / Newsreel
...ily Genius (E-M)	*Key to the Missing* L (E)		*Program Playhouse* L (E)	*Amateur Boxing* L (E-M)	
	Bonny Maid Floor Show L		American Cig. & Cig. Big Story (alternates with "Lights Out") L	Gillette Fights L	Chesebrough Greatest
	Feature Movie F (E-M)				
	Chevrolet Winner Take All				
	Cavalcade of Stars L (E-M) (NI)			*Wrestling* L (E-M)	
...Pourri L	Crosley (Oct. 8) Who Said That L (E-M)		*Eddie Condon* L	*Meet the Press* L	



CAN WE RECONCILE ESTIMATES OF TV OWNERSHIP?

THE tables below compare Pulse figures for June, 1949 with the estimates of a monthly publication. In all cases, the areas surveyed by Pulse contain fewer total homes than the 40 mile radius areas, and Pulse estimates of total TV home sets are also smaller. The % of TV homes in the areas surveyed are very close, however, which means that if the original samples had been of equal size the estimates for number of TV homes would also have been much closer.

TOTAL HOMES IN AREA

	Pulse	40 Mile Radius
Boston	842,820	1,175,000
Cincinnati	265,740	384,000
Chicago	1,343,410	1,438,000
New York	3,038,900	3,597,000
Philadelphia	895,420	1,184,000

NUMBER OF TV HOMES

	Pulse	40 Mile Radius
Boston	69,950	91,065
Cincinnati	21,256	24,700
Chicago	135,683	142,100
New York	499,768	634,500
Philadelphia	134,290	175,000

% OF TV HOMES

	Pulse	40 Mile Radius
Boston	8.3	7.8
Cincinnati	8.0	6.4
Chicago	10.1	9.9
New York	16.5	17.6
Philadelphia	15.0	14.8

FOR further information about this and other telefacts in

New York — Boston
Chicago — Washington
Cincinnati — Philadelphia
Los Angeles

Ask The Pulse

THE PULSE INCORPORATED
ONE TEN FULTON STREET
NEW YORK SEVEN

Copyright 1949

With Television only one year old, CBS-TV picked up the ball and ran away with it. Here's what Variety said: "CBS-TV network on the basis of programming, production and showmanship in promoting video as a medium is awarded a Variety Showmanagement plaque for general industry leadership... CBS outstripped its competition."

CBS-TV

KBTV(TV) OPENS

Vice President Barkley Snips Ribbon

VICE PRESIDENT Alben W. Barkley flew from Washington to Dallas Saturday, Sept. 17, to snip a ribbon opening KBTV (TV), giving Dallas' first television station a headline-making sendoff.

Before wielding the ceremonial scissors, officially throwing open the doors of KBTV's new building north of downtown Dallas, the nation's vice president made a 10-minute speech in front of television cameras.

Standing with Mr. Barkley on the steps of the station was Tom Potter, Dallas oilman and owner of KBTV. A crowd of between 7,500 and 10,000 persons thronged the station's grounds and overflowed a circus tent pitched beside the studios for a big variety show that followed the initial ceremonies.

Searchlights raked the night skies over Dallas from the KBTV site at 3000 Hines Blvd., and a fireworks display climaxed the program.

Vice President Barkley, whose speech was mostly anecdotal and informal, made reference to radio and television as modern inventions, along with atomic energy, which should be dedicated to peace and humanity instead of destructive purposes.

Jocosely, he remarked:

"When I get through with public life—and I don't know when that will be because an Arab fortune teller told me I'm going to live to be 105—I want to figure out some way to make a speech on this television and see myself talking at the same time."

Marking the start of regular six-day programming, KBTV's debut was a one-hour affair, 8 to 9 p.m., culminating three years' planning by Mr. Potter and associates to put the television station on the air. Station officials estimated an investment to date of about $700,000.

Special television sections appeared in the *Dallas Morning News*, *Dallas Times Herald* and *Fort Worth Star-Telegram* the Sunday before KBTV's debut, keying up interest in the new Dallas station.

While the *Star-Telegram* featured its own affiliate, WBAP-TV Fort Worth, in a 20-page section, it also gave a play to KBTV. The *Times Herald*, whose own KRLD-TV is due to go on the air later this fall, nevertheless labeled its 14-page section KBTV, and the *News* also concentrated on the Dallas TV station.

KBTV's first week of programming scheduled 25 hours of telecasting, ranging from 2½ hours to 5½ hours nightly, and off the air Wednesday.

Announcement was made that KBTV had affiliated with both Paramount Television Network and DuMont.

TOURING KBTV (TV) studios are (l to r): Seymour Andrews, KBTV general manager; Bert Taylor, manager of DuMont television transmitter division, New York; Vice President Barkley; Tom Potter, owner of station, and Sam Cuff, a New York television consultant.

VIDEO FAME

'Life' Finds It Elusive

MILLIONS of words have been written about Hollywood and Broadway actress aspirants and now radio-television has been added to the dilemma. In its latest issue, *Life* tells about the fortunes of a 25-year-old blonde, Eva Marie Saint, who is in her third year of trying for fame in television.

The odds against her, and the many talented hopefuls she represents, *Life* says, "are terribly large." Some of the cold-water facts uncovered by the magazine are: NBC has a file of about 900 young women in New York who classify as this girl's same type; new hundreds enter the field every week; CBS alone gets an average of 600 requests for auditions a month from people wanting to take a first crack at bigtime TV.

Only optimists survive, the featured article states. To prove this, the magazine traces the fortunes, thoroughly diluted with hard-knocks, of Miss Saint in her struggle for television fame.

VIDEO CLINIC

Starts in Seattle Oct. 4

SEATTLE Advertising and Sales Club will conduct an eight-session Television Clinic, beginning Tuesday, Oct. 4, to familiarize local business and industrial leaders with the technical, production and commercial aspects of TV. Enrollment is limited to 35 persons.

The series, to be given Tuesday evenings under the direction of Al P. Hunter, sales manager of KING-TV Seattle, will feature sessions by Vern Witt of Criterion Films; Lee Schulman, program director of KING-TV, and Trevor Evans, radio-TV director of Pacific National Advertising Agency. Two of the sessions will be held at the station, the others at the New Washington Hotel.

Consumer TV Film

RADIO-TELEVISION Service of Dept. of Agriculture's Office of Information has announced availability of its first department film produced especially for use on television. Titled "*Know the Eggs You Buy*," it deals with egg-grading and is aimed at consumers. Movie is available throughout Production & Marketing Administration's area offices, and notices have been sent to film directors at video outlets, according to Ken Gapen, assistant director of Information for radio-TV.

Philco TV Plant

PHILCO Corp., now estimated by company officials to have an investment of over $20 billion in television, started production of TV receivers in its new million-dollar plant at Sandusky, O., on Sept. 15. Plant is equipped with modern manufacturing facilities. Opening ceremonies were attended by William Balderston, Philco president, and other company officials. Mr. Balderston claimed Philco now can produce 18,000 TV receivers a week. New Sandusky plant has the longest conveyers in the world for the manufacture of video sets. The Philco head said sales of sets have reached record levels abetted by the company's introduction of new 1950 models which have an electronic built-in aerial system, and that "we can look forward to an increasing demand."

DIVIDEND of 25¢ per share on common stock was declared by Motorola's board of directors Sept. 13, payable Oct. 15 to stockholders of record Sept. 30. Initial sales of TV sets from factory to distributors were up 103% over those during same period last year.

CBS AFFILIATE REPRESENTED BY THE KATZ AGENCY

Lighting for Television

(Report 78)

DR. FRANK G. BACK, of F. G. Back Video Corp., New York, presents a detailed explanation of types and methods of correct studio lighting to get the best in clear television pictures. For the study, Dr. Back draws on two years experience in the video field of actual studio work with television engineers. The lighting expert visited some 50 TV stations and enjoys intimate knowledge of studio and remote problems.

By FRANK G. BACK, M. E. Sc. D.

TELEVISION has inherited a good many of its present-day woes from its famous grandparents—Broadway and Hollywood. Confronted with a fast-growing new form of entertainment, TV directors have attempted to borrow from the equipment tricks, and techniques of the stage and screen in the production of video shows. For the most part, the adaptation has not been too satisfactory.

In so far as lighting is concerned, the results have been far from good. The well-tried lighting methods of the theater and the movie set just cannot be applied effectively to television. New and different standards must be met. New and special equipment and techniques must be developed and used.

When a stage director looks at a lighted stage, he sees it just as the audience will see it. Similarly, when a motion-picture director views a lighted sound stage, he sees it—thanks to the faithfulness of modern panchromatic film emulsions and well-controlled film processing—just about as the moviegoer eventually will view it. What's more, both stage and movie directors have ample time to make changes if the final effect is not what they want. Corrections can be made long before a scene is offered to an audience.

Not so with television. First of all, the image orthicon tube, which is television's eye, does not see things as the human eye sees them. A TV director cannot judge the effectiveness of a lighted set merely by looking at it. To see it as a viewer will see it, he must study the image on the screen of a monitor. Second, a TV show is a one-shot performance generally preceded by too few rehearsals. There is no time for experimenting. There are no opportunities for retakes and no chances for wholesale editing once the program is on the air.

* * *

ON the stage and in the movie studio, a director can create any number of dramatic effects by varying the lighting. He can mix different types of light sources. He can underlight to produce dramatic shadows and introduce highlights to bring out points of interest and action. He can use all types of light sources to obtain his effect. But he is dealing with a recording medium—the human eye or motion-picture film—whose characteristics are completely predictable and standardized.

On the TV stage these tricks of lighting just won't work. As viewed by the image orthicon, dramatic shadows show up on the viewer's screen not as artistic dark areas but as washed-out grays. Intense highlight on a scene may cause 'blooming' or may even cause negative effects by solarization. Unfortunately, the image orthicon, unlike the human eye or film, is unpredictable when conventional lighting techniques for stage or film are used.

In stage lighting and in studio lighting we have four basic types of illumination:

Key Lighting,
Fill Lighting,
Back Lighting and
Modeling Lighting.

Key lighting is the over-all illumination which falls on the subject. It determines the stop setting of the lens for a given film and camera speed. It determines actually the proper film exposure.

The fill light is some additional light which only softens harsh contrasts caused by the key illumination and makes shadow details visible which would otherwise be in unilluminated areas. These fill lights are always placed in camera level or below camera level, and most of the time opposite the key light source.

Back light creates separation between fore and background, and certain artistic effects to make dull objects lively and outstanding.

Modeling lights are used to cover certain imperfections on the subject, and many times emphasize or create certain desirable effects which are not present in natural lighting.

These four basic types of illumination are commonly used and have been tested over decades in motion-picture work and modern stage work. But they don't work the same way on television. The reason is that film and stage have a wide gray scale range, whereas television has only a very short one. The light scale range used in motion-picture work goes from 1 to 500. On the television pick-up it seldom goes higher than 1 to 20.

* * *

KEY lights for television must provide uniform, shadowless, glareless illumination. They must provide good overall illumination from any camera angle and to obtain this they should be placed in front of the set at camera level.

They must also provide the same kind of illumination. There can be no mixing of 'hot' and 'cold' light in key illumination. Since the color response of the human eye and the camera will differ, mixtures of 'hot' and 'cold' light that look good to the human eye seldom look good to the TV camera. Furthermore, if the image orthicons being used are sensitive to infra-red, a double focus will be formed—one for the infra-red and one for the visible light—and the best image obtainable will be a compromise between the two. In addition to this, infra-red which is invisible to the human eye will create unnatural effects on the TV screen. If the image orthicons being used are not responsive to infra-red, the value of the infra-red light in terms of effective usable illumination is wasted and evidence itself only in terms of heat to broil the actors.

Dr. BACK

* * *

Since these key lights must be at camera level to provide the same even distribution of light from any camera angle on a multiple camera chain, they must necessarily be of the floor light type. They should be compact to conserve valuable floor space in the studio, non-directional to eliminate shadows, easily moved, dependable for long and up-to-standard service, and be so wired that the number of power cables necessary on the set can be kept to the barest minimum. They should be high-quality cold lights, chosen for spectral characteristics that will give, as nearly as possible, the same impression to the image orthicon that they give to the human eye. To obtain an even distribution of illumination from every camera angle multiple key lights must be used.

With the key lights at camera level, the fill lights then necessarily will have to be overhead lights, since only overhead lighting will give the proper fill-in effects regardless of the camera position.

To get proper separation between foreground and background without relying on large lens openings for separation effects, back lighting must be used. These back lights should be placed in such a way that the angle between the back lights, the subject, and the camera should never be less than 135°. The intensity of this back light should never be more than three times the value of the key light illumination to avoid 'blooming' effects.

To allow ample room for the 135° minimum back lighting angle, the objects cannot be placed too close to the background. Also, the back light should be properly set to avoid direct glare into the camera lenses. These back lights do not have to be the same type of lights as the key lights. A very good source for back lights are studio spots.

* * *

AN intensive survey during the past year covering about fifty television stations throughout the country revealed that the studio pick-up technique used in most of them ranged from bad to fair. The great lack, for the most part, was two-fold—the need for some standard method of camera adjustment and calibration, and the need for key lights designed to meet television's unique requirements.

A few months ago, the availability of the Video Analyzer was announced. With it, a TV cameraman now can check and adjust his camera thoroughly and accurately in a few minutes' time. The Analyzer also gives him a standard method for determining an image orthicon's color response, its contrast range, and an indication of the F stop to be used for his key light level.

Now special television lights are also available. Designed to fit the requirements of the image orthicon, they consist of a special type of cold cathode lamp mounted in front of a diffuse reflector in a close-

(Continued on page 79)

WHIO-TV . . DAYTON'S FIRST TELEVISION STATION

"THIS FALL you'll see them all" on WHIO-TV

College Football

High School Football

Pro Football

Wrestling

Boxing

another reason why **WHIO-TV** is your **best** TV buy in Dayton, Ohio

There are BIG THINGS in store for Dayton and Miami Valley sports fans this fall on WHIO-TV. Our sports menu includes high school, college and pro-football, also professional wrestling and boxing.

Yes, this fall, you'll see them all on WHIO-TV!

No wonder more sets than ever will be tuned to Channel 13. No wonder your best TV-buy in Dayton is WHIO-TV.

For availabilities, contact your nearest Katz representative.

Affiliated with Dayton Daily News and Journal-Herald

WHIO TV
DAYTON, OHIO
AM • FM • TV

Represented nationally by The Katz Agency, Inc.

ALLIANCE Mfg. Co., Cleveland, negotiates with WNBK (TV) Cleveland through Foster & Davies Inc., that city. Standing (l to r): Miles G. McKearney, agency account executive; Jack Tracy, NBC Spot Sales representing WNBK; John Sweitzer, Alliance official. Seated are John Bentia (l), Alliance sales manager and H. L. Gallagher, WNBK sales manager.

TV COUNCIL

Chicago Group Sees Bright Commercial TV Future

TELEVISION is always good, even when it's bad, executives of the four Chicago TV stations agreed Wednesday at the first fall luncheon session of the Chicago Television Council. A better commercial traffic picture was also seen by the four speakers—I. E. Showerman, NBC central division vice president; Bruce Dennis, assistant manager, WGN Inc.; Roy W. McLaughlin, general manager, WENR, and John Mitchell, manager, WBKB.

Mr. Showerman reported sale of 21½ commercial hours this fall for WNBQ, four and ½ of which are Chicago originations. "Although I'd hoped to originate more shows in Chicago when I returned here from New York three years ago, it just didn't work. The talent—and I mean name stars—isn't here. Chicago can produce a better program than other TV centers if it has name stars, which advertisers demand. And shows here can be done cheaper."

Reporting that WNBQ clients are not using TV at the expense of AM, Mr. Showerman pointed out that video is, however, cutting into AM programming during evening hours in all major markets. "How soon this will become a major consideration I don't know. AM will be here for many years to come, and some areas won't have television for a very long time, if ever, because of costs. We estimate it costs seven times as much for a network TV show as for one on AM."

Speaking of the Chicago competitive situation among four video stations, the network vice president said "the first station to sell out its time will be that giving good programs for low cost. You can't produce expensive shows and expect them to sell. Thought should be given to less expensive programs and to development of personalities at a price which will attract new and low-budget clients."

Reporting a total of 33 national and local clients for WNBQ, Mr. Showerman anticipated a steady growth in quality programming and comercial billings. He warned, however, that there is a "growing tendency in TV that prevails in AM—high cost of talent. Talent fees have hurt AM and have gone way out of sight."

"Don't get into a competitive bidding situation on talent, and I include sports events in that class," he advised his audience.

A nearly complete sell-out of spots was reported by Mr. Mitchell for WBKB, the Balaban and Katz independent which affiliates formally with CBS next month although it now carries some network shows. He attributed the sell-out to networking and an increase in power.

"We have at least a dozen clients new to TV, and expect many more although the medium is still in the incubator stage, generally speaking." Until some of the confusion surrounding TV is eliminated, "we are happy to have the FCC freeze (of licensing) in effect. We want first to get some problems solved and some black ink on the ledgers."

Optimistic "even about costs," Mr. Mitchell said WBKB "is close to the break-even point, and we hope to reach it some time this winter. However, there will be no tremendous sums of money made in the business for many years."

Balban and Katz, which operates a motion picture theater chain, has been advertising movies via its TV station with success, Mr. Mitchell said. "TV is a great stimulant to theater attendance, and . . . will not hinder movie profits.

Mr. Dennis, acting assistant manager of WGN, owned by the Chicago Tribune, totaled for council members his station's brisk commercial business. Sundays, for example, only one hour remains unsold, Mondays, a half hour. Two nights weekly are sponsored solidly from 6:30 to 11:30.

WGN-TV expects to carry and originate many more DuMont network shows, he said. The station will "concentrate in sports," and has a three-night weekly wrestling schedule planned, two nights of boxing, and football Saturdays and "probably Sundays."

Speaking of ABC's o and o station, WENR-TV, Mr. McLaughlin outlined the sucess of two major retail advertisers Marshall Field & Co., which sponsors *Uncle Mistletoe*, and Morris B. Sachs, backer of an amateur hour simulcast each Sunday. Elaborating on the immediacy of television, Mr. McLaughlin pointed out the progress in program quality, transmission and picture clarity.

Station's slogan is, "Pictures from heaven on Channel 7."

George Harvey, WGN-TV commercial manager and council president, is working with a program committee in arranging for five panels with set manufacturers, agency personnel advertisers, research workers and color television-UHF experts.

Other officers—Russell Tolg, BBDO, vice president; Evelyn Vanderploeg, Schwimmer and Scott, secretary, Kay Kennelly, Olian Adv., treasurer.

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35 MM
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Brews Top Ratings

A SINGLE sponsor — National Brewing Co.—with three TV programs has emerged with three top-ratings among local shows aired on WMAR-TV Baltimore. Brewery's Tuesday evening wrestling program had the highest overall rating of any local show, while its Saturday *National Amateur Parade* placed foremost for local evening shows. Its third program, the six-a-week afternoon *National Sports Parade*, turned up the highest rating among all local daytime programs . . . according to a survey by American Research Bureau, Washington, D. C., which is studying the Baltimore television audience.

SALUTE TO WLW

Crosley TV Gets Coax Service

A SPECIAL network telecast, *NBC Salutes WLW Television*, highlighted the inauguration of coaxial cable service yesterday (Sunday) to the Crosley Broadcasting Corp.'s three video stations. The program, originating in New York and scheduled from 7:30 to 8 p.m., featured NBC stars and messages by Niles Trammell, network president, and Charles R. Denny, executive vice president.

Program was carried by Crosley's WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus. With the ceremonial telecast, the three outlets began regular schedules of live NBC programs on a daily basis. The salute program climaxed a week of special promotional activities on the part of the stations, including a stage show, *WLW Television Revue*, featuring stations' stars.

Coaxial cable service is routed to the Dayton station; the Dayton signal is picked up by the Cincinnati outlet, while the Columbus station gets the programs through an already existing microwave relay. This system is temporary, however, and will be replaced by the relay system now being installed by AT&T and scheduled to be in operation Oct. 5, opening day of the World Series. However, according to the telephone firm, only single microwave lengths will be available to Cincinnati and Columbus until AT&T's full coaxial-plus-microwave service goes into operation Oct. 8 [BROADCASTING, Sept. 19].

COLOR SEMINAR

Lorenzen To Conduct Course

ROBERT LORENZEN, chief engineer of Electronic Systems Corp., New York, and inventor of an all-electronic, single tube method of color television demonstrated by Color Television Inc., will conduct a color seminar this fall. Commencing with a discussion of the color video systems being considered by the FCC, the course will consider the knowledge of color needed for the proper use of any of these systems.

Seminar will comprise about 20 two-hour sessions, with fees of $5 per session and membership limited to those who can derive the most benefit from the course, the announcement stated. Time and place of the sessions have not been announced as yet.

PROGRAM MANAGERS of 24 Chicago radio and television stations have agreed to support forthcoming Chicago Community Fund campaign. Spots, TV movies, musical transcriptions, guest appearances and special features will be incorporated into scheduled shows. Quota is $8,159,000.

Telestatus

(Continued on page 76)

space arrangement that provides a large area, non-directional light source 15 inches wide and 40 inches high at camera level. Completely self-contained and easily portable, each light housing contains the necessary power transformer, has a low center of gravity to eliminate accidental tipping, and is equipped with casters for easy moving. A single light unit requires only about one square foot of studio floor space.

The new lights were designed to meet all of television's key lighting requirements. Balanced to match the color-response characteristics of the 5820 and 5826 image orthicon tubes, they provide non-directional, non-glaring, uniform, and completely shadowless illumination. Being gas-discharge tubes, they generate practically no heat and require only 800 watts of power.

For ease in use, each light is provided with two plug-in connections and a switch so that as many lights as are desired can be connected together by short jumpers to form a bank that can be powered through a single cable plugged into any 110 volt A.C. line. In this arrangement, any or all of the lights can be used merely by operating the individual light switches. They start instantaneously.

Lucite Used

Covered by a solid sheet of clear Lucite, the close-spaced lamps and their reflectors are protected from dust and damage. When cleaning is necessary, which is infrequent, the plastic panel can be easily removed.

In studio tests, it has been shown that two or three of the new lighting units will provide excellent key light illumination for small sets, while six will serve on medium sets. One unit at five feet distance provides 100 foot candles of illumination; four at ten feet provides 100 foot candles which is the illumination required by a 5820 image orthicon when the lens is stopped down to F/16. The angle of even light distribution is approximately 70°.

Specifications per Unit

110 Volt A. C. 800 Watt
100 Foot candle at 5 feet
Height: 68½ in.
Width: 16¼ in.
Depth: 8¼ in.
Weight approx. 150 lbs.
Light emitting area: 14½ x 37¼ in.
Life of tube: 3000 hours
Finish: gray crackle
Plastic front cover

Number of units required

for small puppet stage		**2 units**
for small sets up to	**7 feet width**	**3 units**
for small sets up to 10	**"**	**5 units**
for small sets up to 12	**"**	**6 units**
for sets up to 15	**"**	**8 units**

SERIES of 11 night games and Thanksgiving Day championship match of the Seattle High School Football League will be telecast on KING-TV Seattle, under sponsorship of Hoffman Radio Corporation and the Seattle Dodge Dealers Assn.

See Here, KTSL (TV)!

KTSL (TV) Los Angeles almost won the wrath of televiewers in San Pedro (Calif.) by innocently pulling something "fishy." In honor of the fishing festival held recently in the harbor town, the station was planning to present a film giving a history of the occasion. Someone became confused somewhere, and, as the proud San Pedro residents sat around their receivers waiting to see shots of their native industry, onto the screen flashed not the festival scenes, but pictures of trout fishing techniques in Colorado. Horrified San Pedroites were appeased with promises of a correct fish film showing the following week.

GARDELLA SUIT

May Involve Radio-TV Fees

ENTIRE financial record of baseball's dealings with radio and television may become a matter of court record if Danny Gardella, former Giants outfielder, is successful in his $300,000 damage suit against baseball.

That became clear last week when the ball player's lawyer, Frederic A. Johnson, taking depositions from Baseball Commissioner Albert B. (Happy) Chandler, sought to go into the fees baseball has derived from radio and video.

By doing so, Mr. Johnson hopes to show that baseball is engaged in interstate commerce and thus subject to U. S. anti-trust laws, on which the Gardella action is based. Mr. Gardella contends his ban from baseball, after he jumped to the Mexican league, was a violation of anti-trust laws.

Won't Go Past '47

Comr. Chandler balked at divulging any financial details beyond 1947, the date of the Gardella complaint. The commissioner's counsel objected that matters in 1947 were irrelevant.

Mr. Chandler did testify, however, that in 1947 the broadcasting rights to the World Series were sold for $175,000, the television rights for $65,000 and the radio rights to the All-Star games for $35,000.

Mr. Johnson, after the hearings adjourned, said he would file motions with the U. S. District Court in New York seeking instructions to force answers to many questions objected to by the baseball counsel. The depositions will be used in the trial, which is expected to be held in November.

PRODUCTION of 8½-inch metal television picture tubes has been started by General Electric Co., Syracuse, N. Y.

Advertisers and agencies know the television station that's tops in major sporting events is the station that has the audience.

This fall, WGN-TV will telecast a top sporting event *every day* of the week. This unmatched sports coverage includes the action-packed Notre Dame, Northwestern and Illinois football games —plus the Chicago High School League Sunday games (no professional football telecast in Chicago) . . . a lineup of grid classics that's second to none.

The highest rated program in Chicago television, WGN-TV's wrestling telecast, is being increased from one to three times a week. This, together with two nights of high-rated professional and amateur boxing, makes WGN-TV more than ever TOPS in sports in Chicago. Meaning more viewers with the Channel 9 habit—a greater audience for your sales message.

So, Mr. Advertiser, when you make your fall television buy, don't choose less than the best. Buy the station that's TOPS . . . in local time sold . . . in local program originations . . . in technical equipment—WGN-TV in Chicago, where Channel 9 is more than a number . . . it's a habit with advertisers and viewers.

DUMONT

WGN-TV
CHANNEL 9 · CHICAGO

JUST released over KPIX (TV) San Francisco are series of TV spots sponsored by Calso Water Co. Colorful puppets portray "before and after" situations in which Calso Water is proclaimed a definite aid for over-indulgence in "liquid refreshments," over-eating and the common cold. In the top photo, puppet sits back in enjoyment after eating a huge meal while the voice of "Cal," the Calso puppet, says that he'll suffer for overstuffing himself. In scene at bottom, "Cal," at bed of stricken eater, informs the victim he needs Calso. From here on to the close, commercial is given while audience views bottle of Calso being poured into a glass. Skit ends with "Cal" dropping down next to Calso bottle and signing off with slogan, "Oh-oh . . . you need Calso!"

INS-TV REPORTS

Over 85% Sponsorship

"WELL OVER 85% of INS television services are sponsored locally on video stations using them," according to Robert H. Reid, manager of the Television Dept., International News Service, New York. Stations contracting for the company's daily, weekly newsreels, or both, and other INS-TV services, currently total 44.

Latest three additions to the INS group are WTCN-TV Minneapolis, weekly newsreels; WDAF-TV Kansas City, daily and weekly; and KBTV (TV) Dallas, daily newsreels.

WTCN-TV Minneapolis has sold the service to a local Buick dealer in advance of its starting commercial operations.

MOTOROLA INC. has announced all-white television set designed for use in kitchen. Receiver, weighing 26 pounds, is portable, has seven-inch tube, and is priced at $129.95.

Film Report

TELENEWS PRODUCTIONS Inc., New York, presently completing 10-minute film "A Day in the Life of an Air France Hostess," for **Air France Inc.** Prints for theatrical and video showing available from Public Relations Dept., Air France, 683 5th Ave., New York. . . . **Hal Roach Studios**, Culver City, Calif., has made one-minute television commercial for **Chevrolet.** Agency: **Campbell-Ewald Co.**, New York.

American Releasing Corp., Los Angeles, handling national distribution of *Adventures of Addaline*, five-minute animated cartoon series, produced by **Five Star Productions**, Hollywood. . . . Women's fashion commentator **Adelaide Hawley** does narration on 60-second commercial being telecast as first of series produced by **Sarra Inc.**, New York, for **Pharma-Craft**, on behalf of its product Heed, deodorant. Titled *Cavalcade of Stars*, it can be seen on DuMont. Agency: **J. Walter Thompson Co.**

Churchill-Wexler Film Productions, Los Angeles, has appointed representatives for New York and Chicago. **John E. Gibbs**, 9 Rockefeller Plaza, will represent firm in New York; **W. B. Levin**, 612 N. Michigan Blvd., in Chicago. . . . Quarter-hour film is being readied for television and commercial use by **TV Ads Inc.**, Los Angeles. Entitled "Knitting by Marion Roberts," film, which may be made into series of six or eight shorts, gives knitting instructions. . . . **Screen Directors Guild** has moved to 369 Lexington Ave., New York; telephone Murray Hill 3-9680.

Caston Productions, Hollywood, producing ten-minute TV film for **Zandt Carpet Co.**, Los Angeles. . . . **Ray Sherwin** of **Sherwin Telefilm Assoc.**, New York, on West Coast to plan television show built around silent film star Buster Keaton. To be called *Comedian*, show will utilize two film units, one East Coast, one West. Program will combine live studio and film sequences.

Community Chests of America will be more than ever in the public eye this fall with innovation of 15 television clips. Featuring animated cartoons, these 20-second "visuals" are being used all over country by local Community Chests to focus viewer's attention on importance of supporting **Red Feather** campaigns. Created by **Dave Lion** of **Spectrolux Television Corp.**, they demonstrate clever new silent animation process using cartoons by Walt Disney, Otto Soglow, William Steig, Crickett Johnson, Gluyas Williams and Helen Hokinson. Three of cartoons play up Community Chest theme, "Nearly Everybody Gives, Because Nearly Everybody Benefits." Others feature Red Feather services, such as Boy Scouts, Girl Scouts and Child Care, while others call for volunteer workers. These and other television plans for 1949 Red Feather drives, which will take place from coast to coast during October and November, are under direction of **Eloise Walton**, audio-visual director, Community Chests of America.

Bel-Air Productions, Beverly Hills, Calif., moving to new offices at 240 S. Beverly Drive. Phone is Crestview 4-5491. . . . **Harry Lehman**, Hollywood, preparing for television two 30-minute films for **Columban Fathers** based on films taken in China and Philippines. Films also to be used in Catholic schools in several areas. . . . **Harold E. Voyles**, formerly with WGN-TV Chicago, joins **Radio Television Arts Academy**, Los Angeles, as television instructor.

John Sutherland Productions, Los Angeles, is completing several one-minute TV film commercials, using live action as well as animation, for **Foote, Cone & Belding**, Chicago, on behalf of **Pepsodent**. Agency is expected to make final decision on number and type to be produced after rushes are viewed within next two weeks. . . . **Filmack Trailer Co.**, also Chicago, working with **Howard Radio Productions**, same city, has finished semi-animated commercial film from series of still shots. Pictures of manufacture and assembling of Kool Vent awnings were filmed and given semi-animation by use of dissolves, wipes and spinning. Total cost was less than $50.

ARRANGING to sell Buicks through *Touchdown*, film series on KTSL (TV) Los Angeles, are John Reynolds (l), KTSL account executive, and Jim Lester, account executive of McCarty Co., Los Angeles, representing Los Angeles Metropolitan Buick Dealers Assn. *Touchdown* series is produced by Tel-Ra Productions Inc., Philadelphia.

WFMY-TV OPENS

Stresses Local Telecasting

(Also See Telerama, page 67)

WFMY-TV Greensboro, N. C., began commercial operation Thursday (Sept. 22) following extensive promotion as the "first station in the Carolinas with *live* television." Owned and operated by the Greensboro News Co., which also owns WFMY (FM) and publishes the *Greensboro Daily News* and *The Record*, the new TV outlet operates on Channel 2.

Bow to the public was highlighted with local shows, originating from WFMY-TV studios, and filmed shows from the four networks—ABC, CBS, NBC and DuMont—with which it is affiliated. Gaines Kelley, manager of the combined FM-TV operation, said the station's programs will "strive to meet the highest standards of public service."

During the "fitting-out" period, the station was promoted in both the *Daily News* and the *Record* in TV sections, each 26 pages in length. They were sprinkled liberally with news about the station, its management and technical information as well as special features about the TV field.

Wide promotion also was launched with the distribution of 20,000 cardboard eyeglasses depicting "You see more with Television" to dealers, consumers and Greensboro school children. A batch of 20,000 pamphlets with a penny glued on the cover publicized the small cost of operating a receiver, based on the current cost of power in the area. Still other pamphlets, 25,000 circulated within the 50-mile market area, were headed "Television comes to Our Town."

WFMY-TV reported that days before the station went on the air, there were 2,000 TV sets in the area. Station officials were announced as: Mr. Kelley, general manager; L. O. Hutchins, commercial manager; Norman Gittleson, promotion manager; T. W. Austin, program director; James Winecoff, chief engineer; Maynard M. Cummings, TV technical director. Management consultant is Frazier & Peter, Washington, D. C. The station is represented nationally by Harrington, Righter & Parsons, New York and Chicago.

DuMont vs. Macy's

ALLEN B. DuMONT Laboratories Inc. and Macy's, New York, announced Sept. 16 settlement of their dispute, with legal suits between the two to be dropped and Macy's re-enfranchised as DuMont dealer. DuMont withdrew Macy's franchise after the department store advertised cut prices on DuMont television sets [BROADCASTING, Aug. 22]. Settlement announced dispute as a "misunderstanding." Since the dispute, Macy's is said to be selling DuMont sets only at list price.

TV FILM & PRODUCTION SERVICES

ANIMATED VIDEO CARTOONS

1 MINUTE AND 20 SECONDS

SPOTS TO MEET YOUR SPECIFICATIONS AND BUDGET

Write, Phone or C. West Doty

322 VICTOR BLDG., WASHINGTON, D. C.

STERLING 2450

V. S. BECKER PRODUCTIONS

Producers of Television, radio package shows and spot commercials

Representing Talent of Distinction

562 FIFTH AVE., NEW YORK

LUXEMBERG 2-1040

BRAY STUDIOS, INC.

EXTENSIVE LIBRARY OF

FILMS

(INCLUDING CARTOONS)

Available for television

SEND FOR CATALOGUE

729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS

AVAILABLE FOR TELEVISION

WRITE FOR INFORMATION

International Film Foundation

1600 BROADWAY, SUITE 1000, N. Y.

CIRCLE 6-9438

GRAY — O'REILLY

COMMERCIAL SPOTS

FOR TELEVISION

480 LEXINGTON AVE.

NEW YORK

PLAZA 3-1531

OFFICIAL TELEVISION, INC.

SUBSIDIARY OF OFFICIAL FILMS, INC.

COMPLETE VIDEO

PROGRAM SERVICE

NEW SHOWS READY SOON.

CONTACT W. W. BLACK

25 WEST 45TH STREET,

NEW YORK 19, N. Y.

LU 2-1700

RKO PATHE, INC.

625 MADISON AVE.

NEW YORK, N. Y.

PLAZA 9-3600

SARRA, INC.

TELEVISION COMMERCIALS

MOTION PICTURES

SOUND SLIDE FILMS

NEW YORK - CHICAGO

HOLLYWOOD

SHERMAN PLAN, INC.

CONSULTANTS ON

FILMS FOR TELEVISION

PRODUCERS – DISTRIBUTORS

420 VICTOR BLDG. WASHINGTON, D. C.

- STERLING 0780 -

TELEFILM, INC.

COMPLETE FILM PRODUCTION

SERVICES FOR

TV SPOTS-PROGRAMS

6039 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIF.

HOLLYWOOD 9-7205

TELESCRIPTIONS

ANIMATED TV SPOTS

20-SECOND AND 1 MINUTE

823 VICTOR BUILDING

WASHINGTON, D. C.

STERLING 4650

UNITED WORLD FILMS, INC.

A SUBSIDIARY OF UNIVERSAL PICTURES

37 YEARS' EXPERIENCE

MAKING HIT MOVIES

WORLD'S TOP TECHNICAL AND CREATIVE TALENT!

UNSURPASSED FACILITIES FOR LIVE AND STOP MOTION PHOTOGRAPHY!

Sparkling film commercials, tailored to your cost needs. Complete film programs available; features, novelties, sports, science

WRITE . . . WIRE . . . PHONE . . .

TELEVISION DEPARTMENT 8T

1445 PARK AVENUE

NEW YORK 22, N. Y.

VIDEO VARIETIES CORP.

TELEVISION PROGRAM FILMS

TELEVISION COMMERCIALS

BUSINESS MOVIES

SLIDE FILMS

—FROM SCRIPT TO FINISHED PRINT

OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS

510 W. 57TH STREET, N. Y. C.

WITH EXPERIENCED MANPOWER AND COMPLETE FACILITIES

41 E. 50TH ST., NEW YORK

MURRAY HILL 8-1162

BROADCASTING - TELECASTING

FILM & PRODUCTION DIRECTORY

IS PRINTED THE LAST ISSUE OF EACH MONTH

GUARANTEED PAID CIRCULATION EXCEEDS 15,000

QUESTION: What radio trade publication has the largest paid circulation?

ANSWER: We do . . . over 15,000 copies.

QUESTION: Do you maintain, according to the "readership projection formula", that each copy is read by an average of four people?

ANSWER: We do . . . it means a total readership of over 60,000.

QUESTION: Do you have a convenient circulation breakdown which shows the types of radio people your magazine reaches?

ANSWER: We do . . . BROADCASTING reaches them all. These figures are from our sworn circulation statement of June 27, 1949.

Radio Advertisers (National and Regional) . .	2,904
Advertising Agencies (National and Regional)	2,305
Station and Network Personnel	5,695
Representatives and Services	759
Others	3,775
TOTAL	15,438

QUESTION: Do you find, from impartial sources of information (lineage figures, for instance), that BROADCASTING is considered the finest advertising buy in the field?

ANSWER: We certainly do.

LEADERSHIP MEANS READERSHIP

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

XUM

Telecasting
Insert
Pull Out for Filing

FCC Actions

(Continued from page 54)

September 22 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

James D. Sinyard, Moundsville, W. Va.—Designated for hearing application for new station on 990 kc 250 w D.

Malden Bcstg. Co., Malden, Mass.—Designated for hearing application for new station on 1470 kc 1 kw D and the WLAM Lewiston, Me. party to proceedings.

CP Granted

WHDH Boston, Mass.—Granted application for CP to modify DA system for daytime use. No change in nighttime operation; eng. cond.

Request Granted

KJAY Topeka, Kan.—Granted request for extension of program tests for station KJAY to Oct. 10.

Actions Vacated

KWRZ Flagstaff, Ariz.—On petition of Commission vacated actions of Aug. 31 and Sept. 15, directing station to cease operation by Oct. 15; ordered license revoked, effective midnight Oct. 17, 1949. Upon filing application for hearing on or before Oct. 12, revocation order would stand suspended until hearing is concluded.

CP Granted

Sparta Bcstg. Co. Sparta, Tenn.—Granted CP to replace expired permit which authorized new station on 1050 kc 1 kw D; eng. cond.

Hearing Designated

Moberly Bcstg., Co. Moberly, Mo.—Designated for hearing application for new station on 1230 kc 250 w unl. and made KRES St. Joseph, Mo., party to proceeding.

KIFI Idaho Falls, Idaho—Designated for hearing application to change facilities from 1400 kc 250 w to 1060 kc 1 kw, install new trans. and DA-N, and change trans. location.

KVLH Paul's Valley, Okla.—Designated for hearing application for mod. license to increase hours of operation from D to unl., using present facilities of 1470 kc 250 w and made WIBD Peoria, Ill., KRBC Abilene, Tex. and KPLC Lake Charles, La., parties to proceeding.

Extension Granted

KWBU Corpus Christi, Tex.—Granted extension of SSA on 1030 kc 50 kw using non-DA during hours from local sunrise at Boston to local sunset at Corpus Christi, for period ending Dec. 1. By a Board.

The Commission en banc by (Commissioners Coy, Chairman; Walker, Webster, Jones, Sterling and Hennock) took the following action on September 19:

WNYC New York—Denied request for STA to operate station WNYC from 7 p.m. EST, for period of 30 days from Sept. 20, to continue bestg. until termination of UN sessions if they run beyond 10 p.m.

Renewal Granted

KFFA Helena, Ark.—Granted renewal of license for regular period. By Board.

Request Granted

KIOA Des Moines, Iowa—Granted request for continuance of further hearing now scheduled for Sept. 21 to Sept. 23 in Washington. By Examiner Hooper.

FCC General Counsel—Granted petition for extension of time to Oct. 10 within which to file exceptions to initial decision in proceeding re application of WILK Wilkes-Barre, Pa. By Commissioner Webster.

New Rochelle Bcstg. Service Inc., New Rochelle, N. Y.—Granted petition for indefinite continuance of hearing presently scheduled for Sept. 26 in re docket 9339 and 9123. By Examiner Resnick.

September 22 Applications . . .

ACCEPTED FOR FILING

AM—1460 kc

Brazoria County Bcstg. Co., Freeport, Tex.—CP new AM station 1110 kc 250 w D AMENDED to request 1460 kc 250 w D.

AM—990 kc

Atascosa County Bcstg. Co., Pleasanton, Tex.—CP new AM station 1090 kc 1 kw D AMENDED to request 990 kc 1 kw D.

AM—1050 kc

WDZ Tuscola, Ill.—CP to change from 1050 kc 1 kw D to 1050 kc 1 kw unl. DA-N.

CP to Reinstate CP

KCOI Coalinga, Calif.—CP to replace expired CP new AM station 1470 kc 500 w D.

License Renewal

Request for license renewal AM station: WINZ Hollywood, Fla.; WBBO Forest City, N. C.; WEAB Greer, S. C.

Modification of CP

KYUM Yuma, Ariz.—Mod. CP AM station to change frequency, increase power etc. for extension of completion date.

WWRL Woodside, N. Y.—Mod. CP AM station to increase power etc. for extension of completion date.

KFDW Helena, Mont.—Mod. CP new AM station for extension of completion date.

Mod. CP new FM station for extension of completion date: KOWN Conway, Ark.; KRFM Fresno, Calif.; KNOB Long Beach, Calif.; KBMT San Bernardino, Calif.; WXRT Chicago; WWOL-FM Buffalo; WCOD Richmond, Va.

WEXI St. Charles, Ill.—Mod. CP new FM station to change ERP to 255 w.

WGRE Greencastle, Ind.—Mod. CP new noncommercial educational FM station to change from Channel 201 (88.1 mc) to Channel 19 (91.7 mc).

WICU Erie, Pa.—Mod. CP new commercial TV station for extension of completion date to 4-1-50.

WNBK(TV) Cleveland, Ohio—Same to 12-12-49.

WAFM-TV Birmingham, Ala.—Same to 1-1-50.

TV—54-60 mc

WJAX-TV Jacksonville, Fla.—New commercial TV station CP AMENDED to extend completion date from 10-18-49 to 6 mos. after date of Commission's decision in proceeding.

TENDERED FOR FILING

Assignment of License

KINE Kingsville, Tex.—Assignment of license to Mrs. Josephine Pate Kidd, executrix of estate of Jack Henry Kidd Jr. (deceased).

AM—980 kc

WFHG Bristol, Va.—CP to change from 850 kc 1 kw unl. to 980 kc 1 kw unl. DA-N.

See FCC Roundup on page 84.

TV FILM MUSIC

AFM Calls Discussion Meet

LIMITATIONS placed on the telecasting of kinescopic films and other films in which union musicians have been used may be in part removed in negotiations called by the American Federation of Musicians.

The AFM has sent out an invitation to networks and stations to come to a meeting Oct. 5 in New York to discuss kinescope and other TV film problems.

A similar invitation to film producers, including the major Hollywood studios, was scheduled to go out at week's end, calling for a meeting Oct. 6, also in New York. It is expected President James C. Petrillo will preside at both meetings.

The kinescope films have been using AFM members under an interim agreement which has limited use of such films for repeat broadcasts.

It is known the networks want revision of that limitation if it can be arranged economically enough. The networks also want the right to set up a show in advance on film and then run it canned.

BMI

Announces

The Year's Concluding

PROGRAM DIRECTORS'

and

LIBRARIANS' CLINIC

to be held in New York

MONDAY, OCTOBER 24

and

TUESDAY, OCTOBER 25

Broadcasters have hailed the series of Clinics as one of the finest and most helpful services offered by BMI.

Every phase in the practical operation of a station music library is thoroughly covered . . . from proper cataloguing to copyright research and program building in AM, FM and TV.

ENROLL NOW!

Because of the approaching Holiday Season this will be the last Clinic to be conducted until early in 1950.

There is no charge for the two-day course.

Send your registration immediately to

ROY HARLOW, Director of Station Relations

BROADCAST MUSIC, INC.

580 Fifth Avenue New York 19, N. Y.

Docket Actions . . .

INITIAL DECISION

Modesto, Calif.—Initial decision by Examiner Cunningham looking toward grant of application of Radio Modesto Inc., for new AM station on 1360 kc, 1 kw unlimited, directional night. Decision Sept. 20. Story this issue.

OPINIONS AND ORDERS

KWKH Shreveport, La.—In memorandum opinion and order denied petition for reconsideration of FCC acting in denying former petition of KWKH which protested Feb. 27, 1948 grant of improved facilities to WDGY Minneapolis. KWKH originally charged grant of limitation from WDGY. In present petition KWKH charged no quorum of Commission had ruled on earlier petition and that WDGY grant was modification of its license. FCC in opinion held quorum not required by rules for such action and that it had already answered second point of protest. Order Sept. 16.

WJMR New Orleans—In memorandum opinion and order granted petition to delete reference to legal qualifications of Supreme Bcstg. System Inc. in hearing to change frequency to 1450 kc, but denied request for deletion of reference to financial qualifications. Order Sept. 16.

WMAW Milwaukee, Wis.—In memorandum opinion and order denied petition requesting reconsideration and grant without hearing for consent to transfer control to co-executors of estate of deceased permittee. Hearing ordered Oct. 17 at Milwaukee. Order Sept. 16.

WNOE New Orleans—Adopted memorandum opinion and order directing issuance of CP to James A. Noe to change facilities of WNOE from 1450 kc, 250 w unlimited to 1060 kc 50 kw daytime, 25 kw night, directional. Order Sept. 22.

Non-Docket Actions . . .

AM GRANTS

Colfax, Wash.—Interstate Radio Inc., granted new AM station on 1450 kc, 250 w unlimited. Estimated cost: $16,950. Applicant is licensee of KPRL Moscow, Idaho. Granted Sept. 16.

Cairo, Ga.—Grady-Mitchell Broadcasting Co., granted new AM station 1300 kc, 1 kw daytime. Estimated cost: $27,845. Principals include: Ed Stevens, president and one-third owner WDWD Dawson, Ga., and chairman of board and 20.66% owner of nut products and processing firm, president and 48% owner; M. E. Williams, president and 10.43% owner of Stevens Industries, vice president 16⅔%; Geise Dozier, executive vice president and 4.42% owner Stevens Industries, vice president 3⅓%; Ed Young, executive vice president and 6.98% owner Stevens Industries, secretary-treasurer 1⅔%; W. C. Woodall, secretary treasurer, general-manager and one-third owner WDWD, executive vice president 33⅓%. Granted Sept. 16.

Charley F. Hooper
Station WLBB
Carrollton, Ga.

"...there's nothing else like it!"

VARIABLE RELUCTANCE CARTRIDGE

SEE PAGE 41

Logan, W. Va.—Logan Broadcasting Corp., granted new AM outlet on 1290 kc, 5 kw day, 1 kw night, DA. Estimated cost: $97,600. Principals: Gov. Clarence W. Meadows, president; Chauncey Browning, Logan County prosecuting attorney, vice president; William T. Lively, attorney, secretary-treasurer, and W. D. Stone, general manager. Each holds 25%. All have interests in WWYO Pineville and WCAW Charleston, with exception of Mr. Browning. Granted Sept. 16.

Lincoln, Ill. — Prairie Radio Corp., granted new AM station 1370 kc, 500 w daytime, Corporation is comprised of Ray F. Knochel, radio engineer, president and 32.28% owner; Dr. Lee N. Hamm, physician, vice president 3.828%; John Henry Deal, architect, secretary-treasurer, 9.56%, and John L. and Allyne V. Nugent, publisher-owners Lincoln Evening Courier, 30.62%. Granted Sept. 16.

Sitka, Alaska—Baranof Enterprises Inc., granted new station on 1400 kc, 250 w unlimited. Estimated cost $16,955. Principals: Clarence R. Rands, local businessman, president; Afton M. Coon, owner photographic studio, vice president and Charles L. Buck, employe Alaska Communication System, secretary-treasurer. Each owns 30 shares of total 106 shares common stock issued to 15 stockholders. Eight stockholders hold 29 shares preferred stock. Granted Sept. 16.

Wasco, Calif.—Maple Leaf Broadcasting Co., granted new AM station 1050 kc, 250 w daytime. Estimated cost $21,010. E. J. Peters, sole owner is grower-packer-shipper of farm products. Granted Sept. 16.

Carbondale, Pa.—Carbondale Broadcasting Co., 1320 kc, 250 w, fulltime. Partnership: Roy Merkel, assistant professor physics and mathematics, Albright College, 40% and William H. Ware, Reading Railroad conductor 20% and Robert G. Adams Jr., engineer WRAW Reading, Pa., 40%. Estimated cost $17,129. Granted Sept. 16.

Akron, Ohio—Akron Broadcasting Co. Inc., granted new AM outlet on 1150 kc, 1 kw daytime, directional. Estimated cost $50,000. Corporation principals include: George K. Stroupe, employe Mechanical Mold and Machine Co., president; Dorothy C. Stroupe, secretary-treasurer; Ann Elliot, vice president, and Edwin T. Elliot, news director of WAKR Akron. Each couple holds 50%. Granted Sept. 16.

Garden City, Kan.—Ark-Valley Broadcasting Co., granted new AM station 1050 kc, 1 kw daytime. Estimated cost: $37,000. Principals: Dr. H. C. Sartorious, physician, president; Dale E. Kern, vice president; Dr. V. A. Leopold, Leopold Hospital Inc., treasurer. There are 33 minor stockholders. Ark-Valley Broadcasting Co., purchased complete facilities of now deleted KGAR-AM-FM Garden City. Granted Sept. 16.

Richland, Wash.—Yakima Broadcasting Corp., granted new AM station 900 kc, 1 kw daytime. Estimated cost $18,800. Principals in Yakima Broadcasting include Robert S. McCaw, president; Tom Olsen, vice president and J. Elroy McCaw all holding 33⅓%. Applicant is licensee of KYAK Yakima, Wash. Granted Sept. 22.

Carlsbad, N. M.—McEvoy Brothers granted new AM station 740 kc, 1 kw daytime. Estimated cost: $14,820. Partners are: Paul B. McEvoy, president and publisher Roswell Morning Dispatch and Maurice F. McEvoy, secretary treasurer of Morning Dispatch. Both own 25% interest in KSWS Roswell. Granted Sept. 22.

Gary, Ind.—Steel City Broadcasting Co., granted new AM station 1370 kc, 500 w daytime. Estimated cost $10,670. Principals in company are: George M. Whitney, engineer WCFL Chicago, 30%; Caroline L. Whitney, school teacher and member Chicago Board of Education, 30%; Frederick K. Feyling, yacht master employed by Charles J. Gibson, Greenville, Mich., 40%. Granted Sept. 22.

KXOC Chico, Calif. — Sacramento Broadcasters Inc., granted mod. of CP to increase power from 5 kw daytime, 1 kw night to 5 kw unlimited directional on 1150 kc. Granted Sept. 22.

KXRO Aberdeen, Wash.—KXRO Inc., granted switch in facilities from 1340 kc, 250 w unlimited to 1320 kc, 1 kw unlimited, directional night. Granted Sept. 22.

FM GRANT

Huntington, Ind.—School City of Huntington granted new low power noncommercial educational station Channel 201 (88.1 mc) ERP 10 w. Estimated cost of construction $1,845. Granted Sept. 16.

TRANSFER GRANTS

KCRT Trinidad, Col.—Corley Radio & Sound Service granted assignment of license from H. L. Corley to Ernest M. Cooper and Rembert O. Coyle d/b as Mel-Bert Broadcasting Co. Consideration is $15,000. Both Mr. Coyle and Mr. Cooper are employes of KCRT. KCRT is assigned 1240 kc, 250 w unlimited. Granted Sept. 22.

KTXJ Jasper, Tex.—Jasper Broadcasting Co., granted assignment of license from partnership of 6 to 2 of present partners, Joe H. Tonahill and Joe J. Fisher. Mr. Tonahill, lawyer, acquires 41.67% and Mr. Fisher partner in law firm has 58.33%. Consideration is $16,000. KTXJ is assigned 1240 kc, 250 unlimited. Granted Sept. 22.

KFBC Cheyenne, Wyo.—Granted transfer of 50% of stock in Frontier Broadcasting Co., from Ben Snow, Merritt C. Speidel Jr., Edna M. Speidel, M. C. Speidel Sr., Marjorie Speidel Edy, Robert M. Speidel and Harry S. Bunker to Tracy S. McCraken, Lillian D. McCraken, Robert S. McCraken and William D. McCraken for consideration of $406,857. The McCrakens are directors of Cheyenne Newspapers Inc., which previously held 38% of licensee and now holds 57.9%. Treasury of Cheyenne Newspapers Inc., will acquire 1,500 shares of stock for $279,825 and 725 shares will be available to 11 new stockholders for $127,050. KFBC is assigned 1240 kc, 250 w unlimited. Granted Sept. 22.

KTYL Mesa, Ariz.—Sun Valley Broadcasting Co., granted transfer of control from 6 stockholders to Dwight Harkins Amusement Enterprises Inc. Dwight Harkins was minority stockholder with 21%, transfer increases holdings to 74%. Consideration is $25,500. Assignee is aplicant for AM station at Clayton, Ariz. KTYL operates with 250 w unlimited on 1490 kc. Granted Sept. 22.

KBWD Brownwood, Tex.—Granted transfer of control in Brown County Broadcasting Co., from C. C. Woodson and wife to Wendell Mayes and wife for consideration of $50,000. Mr. Mayes is president and general manager of KBWD. KBWD is assigned 1380 kc, 1 kw daytime, 500 w night. Granted Sept. 22.

WFTL Fort Lauderdale, Fla.—Granted assignment of license from Fort Lauderdale Broadcasting Co., to Gore Pub. Co., publisher of Fort Lauderdale Daily News. Consideration is $150,000, less one-half net revenue between Jan. 1 and present date. Gore Pub. Co., is subsidiary of R. H. Gore Co., Chicago, insurance brokers. WFTL is assigned 1400 kc, 250 w unlimited. Granted Sept. 20.

WEAT Lake Worth, Fla.—Granted transfer of 100% stock in Lake Worth Broadcasting Corp., from Clarence L. Menser and wife Irene Menser to Robert A. Rounsaville for consideration of $60,000. Mr. Rounsaville is a majority owner WBEJ Elizabethton, WKSR Pulaski, WBEC Cleveland, all Tenn., and WQXI Buckhead, Ga. WEAT is assigned 1490 kc, 250 w unlimited. Granted Sept. 16.

WTNT Augusta, Ga.—Granted transfer of control Georgia-Carolina Broadcasting Co., from five present stockholders to J. B. Fuqua. Consideration $75,000. Mr. Fuqua is general manager WGAC Augusta, Ga. and must divest himself of his 10% interest in that station with this grant. WTNT operates on 1230 kc, 250 w unlimited. Granted Sept. 16.

WLIB New York—Granted assignment of licensee from Dorothy Schiff Thackrey of WLIB Inc., to New Broadcasting Co. Inc. New Broadcasting includes Morris S. Novik, president 21%; Harry Novik, merchant, 44%; Samuel B. Hains, CPA, 20% and Norman B. Furman, president of Furman, Feiner & Co., agency, vice president 15%. Consideration is $150,000. WLIB is assigned 1190 kc, 1 kw ST. Granted Sept. 16.

WERD Atlanta, Ga.—Granted transfer of control in Radio Atlanta Inc., to J. B. Blayton, banker. Mr. Blayton will run station for one year without salary utilizing profits to pay debts incurred by WERD. At end of year Mr. Blayton has option of buying stock in station. WERD is assigned 860 kc, 1 kw daytime. Granted Sept. 16.

WHSY Hattiesburg, Miss.—Granted transfer of control in Hub City Broadcasting Co. Inc., by sale of 50% of stock to treasury for $8,000, for reissue to newcomers Tom Donovan and Dewey H. Lane. WHSY is assigned 1220 kc, 250 w daytime. Granted Sept. 16.

Deletions . . .

THREE FM and one AM authorizations were deleted last week by FCC. Total drop-outs since first of year are: AM 33; FM 151.

WGBA Columbus, Ga.—Georgia-Alabama Broadcasters, license Sept. 16. Contingent on grant of transfer of WSAC from Chattahoochie Broadcasting Co., to Georgia-Alabama, assignee had to surrender license of WGBA.

KING-FM Seattle, Wash.—King Broadcasting Co. CP Sept. 16. In accordance with granting transfer of control of station KRSC-FM to King Broadcasting.

WGOS Goshen, Ind.—News Printing Co. Inc. CP Sept. 16. Applicant stated it was not economically feasible to proceed with construction.

New Applications . . .

AM Applications

Carroll, Iowa—Carroll Broadcasting Co., 1380 kc, 1 kw unlimited directional. Estimated cost $45,874. Principals: Vincent Collinson, farming and cattle feeding, 25%; Milford Collinson, farming and cattle feeding, 25%; Marvin Collinson, farming and cattle feeding, 25%; C. Everett Bliss, Bliss Firestone Dealer Store, 25%. Filed Sept. 19.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO SEPTEMBER 15

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,041	1,984	225		369	259
FM Stations	738	407	424	*10	58	30
TV Stations	81	18	99		348	182

* 5 on air

* * *

CALL ASSIGNMENTS: KSNY Snyder, Tex., changed from KBFY (Blake-Formby Broadcasting Co.); KCHJ Delano, Calif. (Charles Herman Johnes, 1010 kc, 1 kw daytime); KGAR-FM Garden City, Kan. (Ark-Valley Broadcasting Co. Inc., 99.3 mc Channel 257); KMNS San Luis Obispo, Calif., changed from KPIK (Pacific Broadcasting Co.); WCLD Cleveland, Miss., (Cleveland Broadcasting Co. 1400 kc, 250 w unlimited); WEOK Poughkeepsie, N. Y. (Mid-Hudson Broadcasters Inc., 1390 kc, 1 kw daytime); WHAG Fort Payne, Ala. (1250 kc, 250 w daytime, 100 w night); WHMP Northampton, Mass., changed from WPIQ (Pioneer Valley Broadcasting Co.); WVOP Vidalia, Ga., changed from WRQN (Vidalia Broadcasting Co.); WGBA Columbus, Ga., changed from WSAC (Georgia-Alabama Broadcasting Corp.).

* * *

See Actions of FCC beginning on page 52.

FINCH CASE

Gray Holds Final Decision; Finch Writes Views

FINAL determination on status of the contract between Finch Telecommunications Co., Newark, N. J., and the Army Signal Corps has been reached by Army Secretary Gordon Gray, it was learned last week. The decision, however, has not been disclosed by his office or by the Senate Armed Services Committee.

The contract calls for development of new-type facsimile equipment built to Army specifications which Capt. W. G. H. Finch, owner of the company, claimed were "unreasonable" in a hearing before the committee. The Signal Corps had asked for review of the case looking toward placing the contract in default. The committee later recommended against default and Secretary Gray promised definitive action on the status of the contract [BROADCASTING, Aug. 29, Sept. 5, Sept. 12].

Meanwhile last week, in a letter to BROADCASTING, Capt. Finch clarified some of the difficulties encountered in handling, and the feasibility of meeting, contract specifications. His letter follows:

. . . As you can appreciate, a bid on this kind of job is necessarily made on the basis that you believe you can build a device which will meet the specifications even though you do not have in advance all the engineering solutions which are necessary before the equipment can be developed. Only by going through the actual development process can you find out whether it is possible to produce the kind of equipment called for. As the development work progressed, we became increasingly concerned about meeting all the specifications in the contract. Our engineers frequently pointed out these problems to the Signal Corps technical representatives. The technical representatives always refused to consider modifications of the specifications until the development work was completed and adequate proof could be furnished them.

The Signal Corps says it is still feasible to meet all of the specifications in the contract; the Finch company says it is not.

There is sharply divided opinion on feasibility of the specifications even among the technical experts of the government. This conflict was particularly apparent at an inter-agency meeting conducted by the Munitions Board on July 28, 1949. While the Signal Corps and the Army endeavor to claim that it was possible to meet all of the specifications, their principal technical witness at the Senate Armed Services Committee Hearings admitted under direct questioning that they could not be sure that another company could meet all of the specifications. (p. 67 of the Hearings.)

It would appear that the Signal Corps has gone to considerable pains in an effort to discredit the technical competence of the Finch company. At the same time, the Navy is satisfied with our technical competence as proved by their testimony at the Senate Hearing that they had eight years of satisfactory contractual relationship with the Finch company and that their present contract which is a complex research and development project is being handled entirely satisfactorily. Another government department, the Central Intelligence Agency, chose the Finch company to develop a revolutionary type of facsimile equipment which has been done so satisfactorily that only a few weeks ago they doubled their contract with us. Our technical competence is further proved by the fact that as a result of our research and development work, over 100 patents in facsimile communication have been issued to date. Under such circumstances, it is extremely difficult to justify the point of view expressed by the Army.

The Senate Armed Services Committee in their hearing did not attempt to evaluate the merit of the technical position taken by the Signal Corps. They were primarily concerned with the effect which a default action by the Army would have upon the overall interest of the government, particularly as represented by the interests of the Navy and the C. I. A. The value of the contracts held by our company with these two agencies is more than twice the amount of the Army contract. These two agencies testified that if we were unable to complete their contracts by reason of the Army's actions, they would lose anywhere from $185,000 to $265,000. This consideration alone establishes a preponderant government interest in our favor. The committee recognized further that the contract was of a type which should have been handled under a cost-plus-fixed-fee method and, of course, the problem would never have arisen had such a policy been followed. Accordingly, the committee in effect recommended either that the Army renegotiate the contract or cancel it for the convenience of the government.

Acme
in Sound
Reproduction

The NEW
LANG-WORTH
Transcription

LANG-WORTH
FEATURE PROGRAMS, Inc.

113 W. 57th STREET
NEW YORK 19, N. Y.

Network Calibre Programs
at Local Station Cost

WOOD NAMED

Joins Radio Features Sales

ROBERT C. WOOD, staff member at WOR New York for the past 13 years, has been named eastern sales manager for Radio Features Inc., Chicago transcription firm. Company has opened a New York office for handling of eastern and southeastern sales.

Mr. Wood is assisted by William McVey, who has had New York transcription experience, it was reported by Walter Schwimmer, president of the firm. Mr. Schwimmer will supervise activities in both cities, with Mr. Wood handling eastern sales as well as national sales billed out of New York.

CONTRACTING for twice weekly, 13-week *Beat the Band* program on WWJ-TV Detroit sponsored by Greater Detroit De-Soto Dealers, are William L. Denman (l), Denman & Betteridge, sponsor's agency, and Normen Hawkins of WWJ-TV sales.

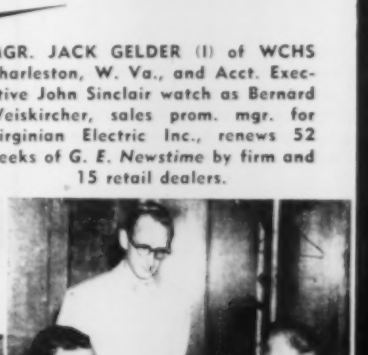
TELECASTING of the five home football games of U. of Oklahoma is arranged by Manager P. A. Sugg (l) of WKY-TV Oklahoma City and Paul Hosheisel, advertising and publicity manager for sponsor, Oklahoma Gas & Electric Co.

SIXTEEN continuous years of advertising on KLZ Denver by Hugh M. Woods Co., Rocky Mt. lumber dealer, were celebrated appropriately when Hugh M. Woods Sr. (2nd right) contracted for a 17th year. L to r: Jack Tipton, KLZ account executive; Hugh M. Woods Jr., company manager; Hugh M. Woods Sr., president and Hugh B. Terry, general manager of KLZ.

CHARLES A. GIOMI of St. Louis Dodge Dealers contracts for Ziv's *Freddie Martin Show Time from Hollywood* over local KXOK as Charles Burge (l) of KXOK sales and Dave Mars of Ruthrauff & Ryan Inc. agency, look on.

DR. FRANZ POLGAR (l), noted hypnotist, contracts with Morris Shapiro, president of Trimount Clothing Co., New York, for new CBS TV show, *The Amazing Polgar*. Show, seen Friday, 7:45-7:55 p.m., started Sept. 16.

HENRY C. METTAM (r) of Mettam Inc., Danville, Ill., Studebaker dealer, contracts for Illinois U. games on WDAN Danville and all local high games, with WDAN Mgr. Bob Burow (center). Observing is Sportscaster Max Shuffer.



MGR. JACK GELDER (l) of WCHS Charleston, W. Va., and Acct. Executive John Sinclair watch as Bernard Weiskircher, sales prom. mgr. for Virginian Electric Inc., renews 52 weeks of *G. E. Newstime* by firm and 15 retail dealers.

At Deadline...

GENEROSO POPE TO BUY WINS FOR $512,000

SALE of WINS New York by Crosley Broadcasting Corp. to Generoso Pope, Manhattan publisher, businessman and owner of WHOM Jersey City, expected to be consummated today (Sept. 26). Price reported at $512,000.

Crosley, subsidiary of Avco Mfg. Corp., acquired WINS from Hearst Radio in 1946 for $1,700,000.

Mr. Pope would divest self of present 5 kw, 1480 kc WHOM facility and transfer call letters WHOM to WINS, which is 50 kw on 1010 kc, if deal succeeds. Presumably he would maintain foreign language policy now obtaining at WHOM, with heavy emphasis on Italian. He also owns leading Italian-language newspaper, *Il Progresso*, New York.

James D. Shouse, president of Crosley Broadcasting Corp., expected to return to New York from vacation today to sign sales contract.

Mr. Pope has long wanted to move main studios of WHOM from Jersey City to New York, where station programs all but one quarter-hour per week from "auxiliary" studios. Examiner's decision tentatively vetoing such move is now awaiting oral argument and full Commission review [BROADCASTING, July 25]. If acquisition of WINS goes through, station reportedly would use WHOM's "auxiliary" studios completed last spring at estimated cost of $500,000.

In addition to WINS, Crosley owns 50-kw WLW Cincinnati and TV and FM stations in Cincinnati, Columbus, and Dayton. Its application for purchase of WHAS Louisville for $1,925,000-plus was given final denial by FCC Friday (story page 4).

46 STATIONS AGREE TO TELECAST WORLD SERIES

NUMBER of television stations taking World Series reached 46 Friday afternoon, with three others definitely rejecting games and four others still to be heard from, according to Bob Jamieson, DuMont operations chief coordinating Series details.

Those refusing were: WMAL-TV Washington, WTMJ-TV Milwaukee and WMAR-TV Baltimore. Still unreported were WDEL-TV Wilmington, Del.; WGAL-TV Lancaster; WBAL-TV Baltimore and WKTV (TV) Utica. Officials added Friday to list (see page 68) of stations to take series: WPTZ (TV) and WCAU-TV Philadelphia; WOIC (TV) Washington; WTVR (TV) Richmond; WSPD-TV Toledo; WBKB (TV) Chicago; WATV (TV) Newark; WJBK-TV Detroit.

TARGET DATE FOR 540 KC

APRIL 1, 1950, is target date for completing international reallocations immediately below and above AM broadcast band so that 540 kc, new broadcasting channel, can be available for actual use, FCC said Friday. Announcement came with issuance of FCC plan for moving other services so broadcasting's top limit will be 1605 instead of present 1600 kc. Similar proposal to permit extension of AM band down to 535 kc (instead of 550 kc) was issued last July. Current NARBA conference at Montreal is slated to study broadcast use of 540 kc, after which FCC will institute rule-making proceedings.

FCC APPROVES TRANSFERS OF KTSA, KRGV, KANS

COMBINED transfers of KTSA San Antonio, KRGV Weslaco, Tex., and KANS Wichita, Kan., approved by FCC Friday upon granting petition for reconsideration and approval without hearing which had been previously called [BROADCASTING, July 18]. Sales effect dissolution of long-standing station ownership association of O. L. (Ted) Taylor, Gene A. Howe and T. E. Snowden [BROADCASTING, Nov. 29, Dec. 27, 1948].

Taylor Radio and Television Corp., headed and 75% owned by Mr. Taylor and having same stockholders at KANS, acquire assets of that station for $200,000 and KRGV for $320,000. Express Pub. Co., licensee of KYFM(FM) San Antonio and publisher of San Antonio *News* and *Express*, acquires KTSA for $450,000. Under former ownership, Mr. Snowden was president of KRGV and vice president of KTSA, with minority holdings in both.

Mr. Howe was president of KTSA and treasurer of KRGV with substantial holdings in both. Mr. Taylor has been chief owner of KANS and minority owner of KTSA and has been executive manager of the Taylor-Howe-Snowden stations. Operating assignments: KTSA, 5 kw, 550 kc, CBS; KRGV, 1 kw, 1290 kc, NBC; KANS, 5 kw day, 1 kw night, 1480 kc, NBC.

BLANKET ASCAP TV FEES RECEIVE ENDORSEMENT

NAB TV Committee's blanket ASCAP contract [BROADCASTING, Sept. 12] unanimously endorsed Friday by 60-odd TV station operators at Washington meeting. Work of Robert P. Myers, NBC, chairman, and other committee members approved. ASCAP board to sound out members on proposal.

Resolution called on stations to raise money for special counsel in negotiating per piece contract. Per piece rates near agreement among station operators but ASCAP demands these fees bear "reasonable relationship" to blanket contract.

Special per piece subcommittee named. It holds first meeting today (Monday). ASCAP to be asked to extend present arrangement beyond its Sept. 30 deadline. Members of new subcommittee are:

Dwight W. Martin, WLWT(TV) Cincinnati, chairman; Roger Clipp, WFIL-TV Philadelphia; C. Howard Lane, WJJD Chicago; Nathan Lord, WAVE-TV Louisville; Clair R. McCollough, WGAL-TV Lancaster, Pa.; G. Richard Shafto, WIS Columbia, S. C.; Robert D. Swezey, WDSU-TV New Orleans; Eugene Thomas, WOIC (TV) Washington; C. Robert Thompson, WBEN-TV Buffalo.

R. B. JONES HEADS KRMG

ROBERT B. JONES Jr., general and commercial manager of WIRL Peoria, Ill., has been named general manager of KRMG Tulsa, Okla., new station owned by Sen. Robert S. Kerr (D-Okla.). Station expected to make debut during autumn with 50 kw on 740 kc, with ABC affiliation. Before joining WIRL two years ago Mr. Jones was ABC Central Division station relations manager. He has been in radio for decade.

NEW NARBA COMMITTEE

SPECIAL committee formed by NARBA Technical Committee, meeting in Montreal, to work out differences over names of channels (See NARBA story page 24). Committee deleted term "standard" in broadcasting. Canada proposes Jamaica as NARBA member, with Bahamas and Jamaica having one vote.

DISCRIMINATION CHARGED IN LEBANON BY FCC

ALLEGED discrimination against WLBR Lebanon, Pa., and radio advertisers made issue by FCC in hearing called upon bid of Steitz Newspapers Inc. for new AM station on 1430 kc with 500 w day at Lebanon. *Lebanon Daily News*, Steitz paper, earlier in year was held by WLBR to have refused to use word "radio" and charged advertisers extra for reference to local broadcasts (see Lorain story page 23).

FCC said it wanted full information concerning practices and policies of applicant's parent firm, Lebanon News Pub. Co., and to determine if these "have been calculated to hinder or have in fact hindered" WLBR from providing "a broadcast service in the public interest." Commission also to investigate advertising charges.

PASADENA TRANSFER

KAGH and KARS(FM) Pasadena, Calif., sold by Washington Radio Attorney Andrew G. Haley for $90,000 to KWKW Pasadena, according to applications tendered for FCC approval. Negotiations said to be underway by KWKW owners, Marshall S. Neal, Paul Buhlig, E. T. Foley and Edwin Earl, to sell KWKW to another group. KAGH operating 1 kw fulltime on 1300 kc; KWKW, 1 kw day on 1430 kc.

Closed Circuit

(Continued from page 4)

expansion to New York state through Maxon Inc., also Detroit.

CONTRARY to usual practice, NBC has offered split network deal to Young & Rubicam for *We, the People* radio and television simulcast, sponsored by Gulf Oil, currently on CBS under similar deal. Agency expected to make decision early part of this week. Current contract with CBS expired yesterday.

TV HUDDLE in progress at FCC Friday afternoon, with Commissioners and top staff executives conferring on procedures and other details in preparation for color television hearing which starts today (Monday). Speculation about probable date of decision on entire proceeding (color, UHF, standards, allocations, etc.) puts January as earliest likelihood, with other estimates ranging into spring.

ANCHOR RADIO Corp., Chicago (television set booster), thinking of TV spot campaign in all major markets for Christmas promotion. Agency is Symonds & Mackenzie, Chicago.

THWING & ALTMAN, New York, agency for William H. Wise Co., publisher, looking over availabilities on spot announcements in preparation for intense campaign starting mid-October.

WALTER LURIE, director of new program development for MBS, leaving network. He is understood to be negotiating for post with major agency.

FRANK H. FLEER Corp., Philadelphia, through Lewis & Gilman, same city, looking over 20 markets for radio and television campaign to promote its Fleer gum.

SEVERAL new markets to be added to present schedule for Ex-Lax spots. Joseph Katz Co. renewing most existing contracts.

XUM

10th Largest TV Market!

- The Television Service of The Nation's Station — the combined three-station coverage of WLW-T, Cincinnati; WLW-D, Dayton; and WLW-C, Columbus — now offers advertisers the 10th largest (*) television market in the country.
- Linked by micro-wave relay, these stations serve an area embracing 3¼ million people . . . 935,000 families with 52,000 television receivers now in use — 76,000 predicted by the first of the year.
- Advertisers, both large and small, have already learned this fact; simulcasts on all three stations provide the ideal method of reaching this important television market — at considerable savings in program, production and technical costs.
- During one week last month (August 14-20), a total of 127 advertisers bought 315 advertising units (programs, participations or spot announcements) on all three stations . . . reaching this significant, responsive audience for as little as $1.25 per-thousand-viewers.

*NBC Research Department Estimates

For further information, contact any of these sales offices:

630 Fifth Avenue New York 20, N. Y.	360 North Michigan Chicago 1, Illinois	6381 Hollywood Blvd. Hollywood 28, Calif.
WLW-D 4595 S. Dixie Highway Dayton 9, Ohio	**WLW-T** 140 West Ninth St. Cincinnati 2, Ohio	**WLW-C** 3165 Olentangy River Rd. Columbus 2, Ohio

TELEVISION SERVICE OF THE NATION'S STATION

Crosley Broadcasting Corporation

starts October 3, 1949
7:45 - 8:00 pm EST
Monday - Friday

FINISH THIS SENTENCE

IN 52 WEEKS OR MORE...

I love a mystery

because _____

The smartest, surest buy in all evening radio is now available on Mutual. It's the famous five-a-week strip "I Love A Mystery," written, produced and directed by Carlton E. Morse himself. It deserves the adjectives because...

▶ it has proved its ability to attract pay-off audiences—in different time slots on different networks—regardless of competition. (Its five-year Hooper record shows an average of 8.0, a peak of 15.1.)

▶ it has proved its ability to sell goods in volume at low cost—every sponsor's goal. (Here's its previous sponsor history: Standard Brands, 1939-1942; Procter & Gamble, 1943-1944.)

▶ this thoroughly established radio property is now offered by Mutual at the lowest cost in its history.

"I Love A Mystery" starts on Mutual on Monday, October 3rd in the period when strip listening is at its peak—7:45-8:00 pm EST, Monday through Friday.

We have suggested that you "finish this sentence in 52 weeks or more"—though the program is available in the usual 13 week cycles—because of its previous commercial history. The shortest sponsorship was 91 weeks.

MUTUAL BROADCASTING SYSTEM

XUM